

April 18, 2011



ews Release

FOR IMMEDIATE RELEASE

Contact: Hugh Joyce, James River Air Conditioning, Co. Inc.

Telephone: 804-305-9595

Contact: K.C. McGurren, Executive Director, EarthCraft Virginia

Telephone: 804.225.9843

kc.mcgurren@earthcraftvirginia.org

www.earthcraftvirginia.org

WHO TAKES HOME THE GOLD?

The "Solar Idea House" Receives the EarthCraft Virginia Single Family Project of the Year Award

James River Air Conditioning, Co. Inc. of Richmond, Virginia's "Solar Idea House" received the Single Family Project of the Year award at the 2nd Annual EarthCraft Awards held on March 24th at The Willow Oaks Country Club in Richmond, Virginia. The Single Family Project Award is recognition of the project that demonstrates the most outstanding levels of green building including energy efficiency, resource conservation, durability and sustainability. As an EarthCraft Virginia Builder Member, James River Air Conditioning, Co. Inc. of Richmond's "Solar Idea House" was the "greenest" home of the 302 EarthCraft homes certifying in 2010 throughout Virginia.

The "Solar Idea House" is available for viewings by contacting James River Air Conditioning, Co. Inc. at (804) 358-9333 or through their website at www.jamesriverair.com.

The awards reception drew over 150 individuals representing nonprofit and for profit housing providers and developers, program sponsors, affordable housing advocates and those interested in creating green housing opportunities in Virginia. The reception recognized more than 220 EarthCraft Builders 60 developers throughout the Commonwealth.

Remarks were conveyed from Senator Warner by David Hallock State Director. Don Ritenour, Virginia Housing Development Authority's Managing Director of Development delivered the keynote address and accepted the Visionary Award on behalf of VHDA.

About James River Air Conditioning Co. Inc.

Hugh E. Joyce founded James River Heating Air Conditioning Company in 1967. The company, initially called Joyce Air, began as a one-man operation, with the owner selling, installing, and managing the entire operation. During the early 1970's, the company continued to grow and become more diversified, and in the mid-1970's the Company name was changed to James River Air Conditioning.

Throughout the 1970's and 1980's, the Company continued to grow, offering services and products through three major groups: Residential, Commercial, and Design/Build. During the 1990's, Hugh E. Joyce passed the torch to his son, Hugh A. Joyce. "Hugh, Jr." launched the company toward the twenty-first century with plans for growth and expansion. Using the solid foundation already established and the latest products and technology, the company continued to grow rapidly.

Today, the Company has over 150 employees and serves the entire Central Virginia Area through a fleet of over eighty service and installation trucks. We continue to offer new products and services, including our own in-house brand of equipment, James River Select™, as well as the latest energy-saving solutions and products.

James River Air Conditioning is proud of our tradition of excellent service during our 40-year history, and we look forward to continuing that tradition into the 21st century.

About EarthCraft

Originally founded in 1999 by nonprofit Southface and the Greater Atlanta Home Builders Association, the EarthCraft green building program serves as a blueprint for energy- and resource-efficient homes built in the Southeast. With growing success and recognition, the EarthCraft program established EarthCraft Virginia a 501c3 nonprofit in 2006 with assistance from Home Builders Association of Virginia, the Virginia Community Development Corporation and Southface. Since EarthCraft Virginia's adoption in 2006, residential green building efforts in Virginia have far surpassed national averages. EarthCraft Virginia will certify its 1,000th home and certify 4,000 multifamily dwelling units in 2011. Throughout the Southeast the program has certified over 6,000 homes and 6,000 multifamily dwelling units. For more information on EarthCraft or EarthCraft Virginia, please visit www.earthcraftvirginia.org.

About Virginia Housing Development Authority

VHDA is a self-supporting, not-for-profit organization created by the Commonwealth of Virginia in 1972, to help Virginians attain quality, affordable housing. Our mortgages are funded by bonds we issue, not state taxpayer dollars, and are available primarily for first-time homebuyers and developers of quality rental housing. We also teach free homeownership classes, and help people with disabilities and the elderly make their homes more livable. VHDA works with lenders, developers, local governments, community service organizations and others to help put quality housing within the reach of every Virginian. For more information on VHDA, please visit www.vhda.com.

About the Home Builders Association of Virginia

The Home Builders Association of Virginia (HBAV) is a 6,400-member statewide organization of home builders and firms that provide products and services to the home building industry. HBAV dedicates approximately 60% of its annual resources to representing the home building industry before state lawmakers and state regulators. Please visit www.hbav.com for more information.

EarthCraft Virginia's partners include Southface Energy Institute, the Home Builders Association of Virginia, Habitat for Humanity of Virginia, and Virginia Housing Development Authority.

#