



STANDARD PACIFIC HOMES
Making You Right At Home®

News Release

Standard Pacific Corp. Achieves Exceptional J.D. Power and Associates Customer Satisfaction Rankings

IRVINE, CALIFORNIA, September 17, 2010. Ken Campbell, President and CEO of Standard Pacific Corp. (NYSE:SPF), today announced that Standard Pacific Homes earned the top ranking among publicly-traded homebuilders in J.D. Power and Associates' latest study of customer satisfaction, home quality and home design.

“It is extremely gratifying for Standard Pacific Homes to be recognized by J.D. Power and Associates for our commitment to our customers,” said Mr. Campbell. “Our team set a goal to become #1 in customer satisfaction, so earning the top ranking among publicly-traded homebuilders in three separate categories -- overall customer satisfaction, home quality and home design -- is a great achievement. It is particularly noteworthy considering that the team accomplished these stellar results during the worst market in 50 years and with a reduced workforce. This is a team that, when they put their mind to it, gets things done.”

Mr. Campbell continued, “This is the second year in a row that we’ve earned the top ranking for home quality and home design. And we’re particularly proud of our local teams in Charlotte, Austin and Tampa for earning the #1 ranking in their market for overall customer satisfaction, and our San Francisco Bay area team for being recognized as the local leader in new home quality. When it comes to a report card, getting an ‘A’ from our customers means everything to us.”

Standard Pacific Homes, one of the nation’s largest homebuilders, has built more than 110,000 homes during its 44-year history. The Company constructs homes within a wide range of price and size targeting a broad range of homebuyers. Standard Pacific Homes operates in many of the largest housing markets in the country with operations in major metropolitan areas in California, Florida, Arizona, the Carolinas, Texas, Colorado and Nevada. For more information about the Company and its new home developments, please visit our website at: www.standardpacifichomes.com.

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