



Wednesday 5 January 2011

M J GLEESON GROUP PLC

GLEESON GOES GREEN

From today, the main colour of the Gleeson Group corporate logo will be changed from red to green.

The reason for this change is to mark a new era in the Group's one hundred and seven year corporate history. For most of its existence, M J Gleeson has been not only a housing developer, but also a building, civil engineering and specialist contractor. From 2005, however, we have been progressively withdrawing from the contracting sector and this process was completed in 2010 by the sale of the Group's facilities management specialist, Powerminster Gleeson Services. All of the Group's business units - Gleeson Regeneration and Homes, Gleeson Strategic Land and Gleeson Capital Solutions - are now engaged solely in the house building sector and the choice of the colour green seems an appropriate way to signal both this change in our focus and our continuing commitment to sustainable and ecologically responsible development. For the historically minded, green may perhaps also act as a reminder of the Company's Irish origins.

Only the colour of logo is being changed; we are retaining its existing format. For there has been no change in our fundamental values. We continue to see the Group, as we have throughout our history, not as an impersonal economic machine but as a human community possessed of a wide range of specialist and complementary skills. And our purpose as a community is continuously to improve those skills, and to deploy them ever more effectively, for the benefit of our customers, our shareholders, and our staff - and for the benefit, also, of society more widely.

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