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RELEASE IMMEDIATELY

K. Hovnanian Looks to JumpStart Wireless to Gain Efficiencies and Improve Communication

Boca Raton, FL and Red Bank, NJ – August 30, 2004 – K. Hovnanian, one of the nation's leading homebuilders, has announced its selection of the JumpStart Wireless™ BusinessSuite™ in a pilot program for wirelessly enabling field supervisors for quality assurance inspection and daily task management. The pilot will begin in the 3rd quarter of this year. This is a key initiative in Hovnanian's commitment to use wireless software and devices to enhance service to customers, minimize paper reports, and improve efficiency throughout its operations. BusinessSuite was chosen for its ability to directly support K. Hovnanian's processes and applications, and inexpensively integrate with K. Hovnanian existing office applications. BusinessSuite will run on the BlackBerry 7510™ from Nextel®, combining the sophisticated business capabilities of that device with Nextel Communications' voice and Push To Talk™ features.

"K. Hovnanian stands for quality and innovation in the homebuilding industry" says Frank J. Gonzalez, Enterprise Applications Analyst at K. Hovnanian. "JumpStart Wireless was a natural partner in providing us with an enterprise-ready, powerful solution that is affordable and works with easy to use and cost effective wireless devices".

"Customers like K. Hovnanian are rewriting the wireless software market" said Jim Moore, VP of Sales and Marketing for JumpStart Wireless. "BusinessSuite allows our customers to deliver fully

featured, no compromise wireless applications at one-tenth the price of conventional approaches”.

About K.Hovnanian Enterprises

Hovnanian Enterprises, Inc. founded in 1959 by Kevork S. Hovnanian, Chairman, is headquartered in Red Bank, New Jersey. The Company is one of the nation's largest homebuilders with operations in California, Florida, Maryland, New Jersey, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Texas, Virginia and West Virginia. The Company's homes are marketed and sold under the trade names K. Hovnanian, Washington Homes, Goodman Homes, Matzel & Mumford, Diamond Homes, Westminster Homes, Fortis Homes, Forecast Homes, Parkside Homes, Brighton Homes, Parkwood Builders and Summit Homes. As the developer of K. Hovnanian's Four Seasons communities, the Company is also one of the nation's largest builders of active adult homes. Additional information on Hovnanian Enterprises, Inc can be accessed through the Hovnanian Web site at <http://www.khov.com>.

About JumpStart Wireless

Boca Raton, FL-based JumpStart Wireless Corporation is a leader in allowing companies of all sizes to leverage the productivity and customer service available with constant wireless connectivity. This allows companies to reduce costs and increase productivity and efficiency. The company's BusinessSuite platform enables organizations to track worker locations, job activities, timesheets, inspection reports, punchlists and job status. For further information about BusinessSuite, contact JumpStart Wireless' sales department at 561/347-6710, ext. 200 or sales@jumpstartwireless.com.

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