

NEWS RELEASE

For Immediate Release

Toll Brothers Golf & Country Club Division Launches New Family Golf Initiative *Creating "Family Friendly" Golf Opportunities*

(Horsham, PA) January 14, 2011 -- Toll Brothers, (NYSE: TOL) (Tollbrothers.com) the nation's leading builder of luxury homes, and its Golf and Country Club Division, have announced that all of their country club facilities are launching the Family Golf Links golf initiative in an effort to grow participation among their Golf and Social Members.

Toll Golf continues to develop effective programs that can foster the growth of the game among younger and inexperienced players. Each Toll Golf country club has made the commitment to provide members with "no excuses" golf programming. The new Family Golf Links initiative is a multi-tiered approach to engage young golfers and their families in the great game of golf.

"Time and money are large hurdles in the golf industry, similar to the every day hurdles we face when planning activities with our families," said Mitchell Laskowitz, Senior Vice President of the Golf and Country Club Division for Toll Brothers. "This program removes those hurdles with discounted family rates and various events that cater to our families' schedules. As our clubs continue to provide value in every area of club operations, it is important to develop programs where our families can participate and benefit from their value. We feel that with Family Golf Links in place, our members have more options than ever before. "

Jupiter Country Club in Jupiter, FL was first to pioneer the Family Golf Links program, through the initiatives of Laskowitz and Head Golf Professional, Barrett White. "We are already seeing the impact here at Jupiter," said White. "Everyday more of our

members are bringing their families out to enjoy the golf course. The program's flexibility and customized setup make a very easy fit in the busy schedules of parents and their children."

Every club will be installing "family" or "kids" tee markers which include three different 9-hole courses and yardages much shorter than normal golf course lengths. Since 2007, U.S. Kids Golf has partnered with the PGA to introduce the PGA Family Course program at golf facilities across the nation. So far, more than 800 golf courses in the United States are using the Family Course setup. The Hasentree Club, a community in Wake Forest, NC recently acquired by Toll Brothers, was purchased with the "family" tee layout already designed on the beautiful Tom Fazio golf course.

In addition, the Family Golf Links program offers junior golfers separately tailored scorecards, complimentary handicaps and complimentary rental sets. The discounted family rates include free cart fees after 11:00 am for kids 15 and under, and a "Pay What You Play" feature after 4:00 pm. Other offers include specially-priced Parent/Child Clinics and Junior Lesson Rates discounted based on age.

All Toll Golf Country Clubs now offer the Family Golf Links program. To find a golf course for you and your family, visit our website at www.TollGolf.com.

About Toll Golf and Country Club Division

Toll Golf is the golf development and operations division of Toll Brothers, Inc. It was formed in 1998 to assist with the concept, development, construction, and ultimately the day-to-day operations of the golf and country club amenities located within Toll Brothers residential country club developments.

Just like their award-winning homes and residential communities, Toll Brothers' country clubs are designed and operated to the highest standards of quality. These grand communities not only feature luxurious clubhouses, full-service sports pavilions

and fitness and spa centers, but are surrounded by Arnold Palmer, Nicklaus Design, Pete Dye, Tom Fazio and Greg Norman designed golf courses.

For more information about the Toll Golf and Country Club division and their luxury country clubs, visit www.TollGolf.com.

About Toll Brothers

Toll Brothers, Inc., a FORTUNE 1000 Company, is the nation's leading builder of luxury homes. The Company began business in 1967 and became a public company in 1986. Its common stock is listed on the New York Stock Exchange under the symbol "TOL." The Company serves move-up, empty-nester, active-adult, and second-home buyers and operates nationwide.

Toll Brothers builds luxury single-family detached and attached home communities; master planned luxury residential, resort-style golf communities; and urban low-, mid-, and high-rise communities, principally on land it develops and improves. The Company operates its own architectural, engineering, mortgage, title, land development and land sale, golf course development and management, home security, and landscape subsidiaries. The Company also operates its own lumber distribution, and house component assembly and manufacturing operations.

A Fortune 1000 company, Toll Brothers recently received the #1 ranking in *FORTUNE Magazine's 2010 World's Most Admired Companies Survey* among home building companies, and is honored to have won the three most coveted awards in the home building industry: *America's Best Builder*, the *National Housing Quality Award*, and *National Builder of the Year*.

For more information about Toll Brothers and its luxury communities visit www.TollBrothers.com.

###

Media Contact:

Graham Wilson
PRStreet
(919) 467-5567
gwilson@prstreet.com