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FOR IMMEDIATE RELEASE

**Diamond Ventures Promotes Storm to
Vice President of Public Policy and Community Planning**

TUCSON, Ariz. (July 10, 2007) — Diamond Ventures, Inc. announced today that Priscilla Storm has been promoted to vice president of public policy and community planning. In her new position, Storm will be responsible for developing the company's positions on land use policy, focusing on planning aspects of real estate due diligence and land entitlements.

"We are extremely pleased with what Priscilla has accomplished," said David Goldstein, president of Diamond Ventures, Inc. "Her keen understanding of the issues that impact development, a commitment to research and a critical analysis of policy are skills she brings to this position. Priscilla places a high value on community dialogue with stakeholders and government leaders; we are confident her work will promote Diamond Ventures' ongoing commitment to high-quality, successful projects."

Storm's diverse professional background includes management positions in public, private and non-profit organizations, as well as a number of successful business start-ups. Storm received her bachelor's degree in U.S. Mexico border studies and print journalism, and her master's degree in international trade.

ABOUT DIAMOND VENTURES

Diamond Ventures, Inc., one of the leading real estate development and investment companies in Arizona, works with residential, office, retail and build-to-suit projects and investments in a variety of independent businesses across the state. Since opening in 1988, Diamond Ventures continues to engage in high quality real estate investments and business ventures that create value for its partners and customers, with careful consideration for the community, neighbors and the environment. For more information, please visit www.diamondventures.com.

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