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PRIVADA SELECTS COLDWELL BANKER RESIDENTIAL BROKERAGE

Norm Kitzmiller to Head up Sales of New Community in Pinnacle Peak

SCOTTSDALE, Ariz. (Dec. 2005) – Privada, a private residential community located in the foothills of Pinnacle Peak and neighboring the Four Seasons Resort Scottsdale at Troon North, announces the selection of Coldwell Banker Residential Brokerage to handle the sales of the luxury homes and home sites.

“This is one of the last remaining pieces of land in North Scottsdale to be developed into a true private, pristine and privileged experience,” said Norm Kitzmiller of Coldwell Banker Residential Brokerage. “Privada will provide ultimate luxury living and proximity to magnificent dining and extravagant shopping.”

The 40 luxury homes are designed to blend in with the surrounding Sonoran desert with Santa Fe style architecture. Three floor plans are available ranging from approximately 3,000 to 3,800 square feet. Some homes offer optional guest houses and second floor game rooms. These luxury homes start at approximately \$1.3 million.

Privada’s 11 custom home sites are nestled among boulders in the highest points of the property. These distinctive lots offer privacy and stunning views. Home sites range from three quarters of an acre to two acres with prices starting in the mid \$900’s.

Opening phase one of sales in early 2006, Privada will truly bring luxury living to North Scottsdale. For more information, please contact Coldwell Banker Residential Brokerage at (480) 473-7711.

About Privada

Privada is a prestigious community located in the heart of Pinnacle Peak next to the Four Seasons Resort Scottsdale at Troon North and in close proximity to luxury shopping, dining and a number of award-winning golf clubs. Privada’s 40 luxury homes are available in three floor plans. In addition, the

community boasts 11 custom home sites with stunning views. The residences will adhere to the Santa Fe style architecture of the neighboring Four Seasons Resort. With phase one of sales beginning in early 2006, this pristine lifestyle soon can be purchased. For more information, please contact Coldwell Banker Residential Brokerage at 480-473-7711.

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