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PRIVADA LEADS GREEN BUILDING REVOLUTION
Luxury Homes' Green Design Boast Environmentally Friendly Features

SCOTTSDALE, Ariz. – Feb. 1, 2007 – Monarch Communities, LLC and SCS Advisors, Inc. are incorporating the latest environmentally friendly materials and techniques in the exclusive Privada community in North Scottsdale. In addition to offering luxury and a prime location in the foothills of Pinnacle Peak, the residences at Privada are designed in accordance with the City of Scottsdale's "Green Building" program.

Privada's "green" design and top-of-the-line amenities surpass both buyer expectations and environmental standards, creating a win-win situation for homeowners and the environments in which they live. This symbiotic relationship creates homes that are cost-efficient and energy-efficient, while reducing environmental stresses and demands.

"Green building doesn't have to be an extravagant expense," said developer Peter Burger of Monarch Communities. "Privada's green design implements minimal costs that effectively produce great returns for homeowners in terms of utility bills, overall energy efficiency and home aesthetic. It's great to be part of a project that is bettering the community and the environment as well as supporting producers of green materials."

Privada's environmentally responsible design is achieved through subtle differences in the construction process. High-energy sealants and double-framed walls combat heat penetration in the summer and heat loss in the winter, while deep recessed windows are not only aesthetically pleasing but architecturally equipped to increase thermal values throughout the homes. These features also improve indoor air quality and give Privada's interiors a warmer, richer feel.

Privada's ecologically sensitive design not only creates a healthier, enhanced quality of life for residents but also complements Pinnacle Peak's pristine environment. The clean, crisp air surrounding the foothills retreat will be preserved through the use of natural gas heaters and appliances that effectively reduce the production of carbon dioxide and greenhouse gases. The unnecessary waste of water is eliminated at Privada. Insulated re-circulating pumps provide hot water on demand, effectively reducing time spent waiting for hot showers or warm baths. Privada's Xeriscaped yards and desert-friendly landscaping require minimal amounts of water to

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Privada Boasts Environmentally Friendly Design **2-2-2-2**

maintain their verdant appearance, substantially reducing environmental impact to the surrounding desert and limiting the depletion of a vital natural resource.

Playing an integral role in Scottsdale's goal for sustainable development, Privada has successfully created cost- and energy-efficient homes that remain true to the natural beauty and awe-inspiring grandeur of Pinnacle Peak. Monarch Communities and SCS Advisors have also kept the future of green building in mind by designing Privada so green components and new technologies can be added at the homeowners' discretion.

While ground has been broken on two model homes at Privada, the infrastructure at the exclusive desert enclave has already been completed, including the gatehouse, streets, water and electricity. Privada's luxury residences will start at \$1.4 million. Coldwell Banker Residential will handle the sales of Privada. For more information, please contact Coldwell Banker Residential Brokerage at 480-473-7711 or visit www.privadapinnaclepeak.com.

About Privada

Privada is a prestigious community located in the heart of Pinnacle Peak next to the Four Seasons Resort Scottsdale and in close proximity to luxury shopping, dining and a number of award-winning golf clubs. Privada's luxury homes are available in two floor plans. In addition, the community boasts custom homesites with stunning views. For more information, please contact 480-473-7711 or visit www.privadapinnaclepeak.com.

About Monarch Communities, L.L.C

Monarch Communities is a Scottsdale-based real estate development group. Monarch Communities is dedicated to inspiring a new standard of luxury homes. In addition to Privada, Monarch Communities has developed several upscale custom homes, The Rocks private residence club and Canyon Villas at Silverleaf.

About SCS Advisors, Inc.

SCS Advisors, Inc. is a multi-disciplined real estate organization, which provides development, transactions and asset management services to investors in the hotel and real estate industry. SCS Advisors Inc. was created in 1997 by senior executives of JMB Realty Corporation and Walton Street Capital L.L.C. SCS Advisors Inc. has been responsible for executing hotel acquisitions in excess of \$1.5 billion, hotel development totaling \$500 million, and oversight of a hotel portfolio currently comprising over 11,000 rooms in 28 hotels.

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