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GETTING ECO-FRIENDLY WITH AN ECOBROKER®

Aura at Camelback teams with Prudential Arizona Properties to help home buyers go green

PHOENIX, Ariz., – (April 16, 2008) – Catalyst Communities, the developer of Aura at Camelback, a transformative 36-unit sustainable luxury living community to be built in Phoenix's Camelback Corridor has teamed up with Prudential Arizona Properties and EcoBroker Certified® real estate professional Sara Fritz to give home buyers expert guidance from specially-trained real estate brokers in identifying and buying energy-efficient and environmentally-friendly homes such as Aura at Camelback.

CEO/Owner and Designated Broker of Prudential Arizona Properties, Vic Getsinger, said the EcoBroker premise is simply a sign of the times. "Environmentally-friendly programs such as this are a response to what the market is asking for and a service we are proud to give back to the community in this way," Getsinger said.

Sara Fritz, Associate Broker, is Prudential Arizona Properties' first Certified EcoBroker®, focused exclusively on the Aura at Camelback development. Fritz explained her interest in the program saying, "I was intrigued with the program since I have always been interested in the environment, healthy living and how to incorporate more green elements into my daily life."

Aura at Camelback is located in a business, shopping and entertainment district known as the Camelback Corridor, one of the most sought after destinations in Arizona. Units at Aura range from 2,469 to 3,147 square feet and are priced from \$900,000 to \$1.3 million. Each residence will be fitted with a state-of-the-art solar photovoltaic system from Agenera, a Phoenix-based solar electricity service provider and will generate up to 100 percent of the electricity needs of the unit. The solar electricity system is so efficient Catalyst Communities is offering a zero electricity bill "guarantee" for the first five years of residence. Aura at Camelback is designed as a Silver LEED for Homes (Leadership in Energy and Environmental Design) development, a national benchmark from the U.S. Green Building Council for the design, construction and operation of high performing green buildings.

"Aura at Camelback's philosophy is built upon attracting like-minded individuals who are looking for Sustainable Luxury Living," said Chad Gifford, president of Catalyst Communities, the developer of Aura at Camelback. "The EcoBroker concept simply solidifies this ideology."

The EcoBroker International's education and designation program is designed exclusively for real estate professionals who care about the environment. The program provides a complete curriculum of energy and

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environmental training to licensed real estate agents. Aura at Camelback will break ground in May 2008 with completion scheduled for mid-2009.

About Aura at Camelback by Catalyst Communities

Based in Phoenix, Arizona, Catalyst Communities was formed in 2006 to promote a new approach to homebuilding called “sustainable luxury living” and branded “Aura.” The first development, “Aura at Camelback” is Catalyst’s flagship urban townhouse community being built in Phoenix’s Camelback Corridor. To be completed in mid-2009, the development redefines how developers can creatively combine three key elements of a quality lifestyle: luxury living, environmentally conscious design and a close-knit community. With Aura at Camelback, Catalyst Communities has pledged to make an energy efficient property certified as a silver LEED (Leadership in Energy and Environmental Design) residential community as determined by the U.S. Green Building Council and Zero Energy Homes as determined by the U.S. Department of Energy. Dates and pricing are provided in good faith, but not guaranteed. Aura at Camelback is an Equal Opportunity housing provider. For more information, please visit www.auraatcamelback.com.

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