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FOR IMMEDIATE RELEASE

**Afni, Inc. opens their new 53,000 square-foot building at Diamond Ventures’
Riverside Crossing Project
*New facility to employ 700 in state-of-the-art facility***

Tucson, AZ (March 23, 2008) - Afni, Inc., a premier provider of specialized call centers, collections and insurance services for the nation’s leading companies, today opened a new 53,000 square-foot facility for a contact center. The new two-story facility is located on six acres at the intersection of La Cholla Boulevard and River Road, part of a new mixed-use building site called Riverside Crossing. The 30-acre site is developed by Diamond Ventures, Inc. and has other occupants which include a bank and professional/medical offices. The project’s plans include restaurants and retail/services, apartments, and a hotel, in addition to the Afni facility.

At full capacity the new center is expected to employ 700 people, an addition of 200 jobs. The company also plans to expand its Southeast center location by an additional 150 jobs for a total expansion of 350 new jobs. This expansion means Tucson will have more Afni employees than any other Afni site nationwide.

"Ten years ago Afni management opened a contact center in Tucson as our first expansion site. Today this new building and expansion will further strengthen our commitment to Tucson and allow Afni to continue to provide world-class service to our clients," said Bruce F. Griffin, Afni Chairman and CEO.

"We are very happy that Afni built such an exceptional facility in our project," said Diamond Venture’s CFO, Bill Kelley. "This project represents one of the first true live, work and play projects in all of Pima County. We look forward to seeing a hotel, restaurant and other commercial buildings inside the project in the coming months. This is a project that all of Tucson and Pima County can be proud of."

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