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FOR IMMEDIATE RELEASE

Diamond Ventures Moves Aggressively In to New Mexico

Tucson, Ariz. (September 30, 2010) — Diamond Ventures (DVI) has expanded its business operations in to the neighboring state of New Mexico. “We have believed, for some time now, that New Mexico is ripe with opportunity,” commented Executive Vice President Ken Abrahams, “The negative forces that have hit the housing and development industry in Arizona have not been as dramatic in New Mexico. We believe that there are opportunities across the board and with our existing relationships in Albuquerque and Las Cruces we will be in a good position to diversify our portfolio.”

DVI has established a number of relationships in New Mexico, including: the creation of United Ventures LLC; a company that will co-develop a number of nationally branded fast food restaurants in Albuquerque. The synergy of our development experience with the franchise owner will produce a dynamic and profitable partnership.

DVI is also aggressively pursuing two federal government leases in the Las Cruces market. “We have developed a great relationship with local builders, brokers, city officials and are confident we are in a great position to win this business”, said Bill Kelley, Chief Financial Officer. “We have the team, experience and track record of securing GSA leads in Tucson and we are eager to take that experience to new markets.”

DVI has also established strong relationships with the top national and local builders in the Albuquerque markets. Analysis predicted that this market will be out of finished lots within the next 24 months. DVI is aggressively pursuing distressed lots via bank and other note holders.

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