

URBI AND THE GOVERNMENT OF THE STATE OF BAJA CALIFORNIA SIGN AN SOCIAL RESPONSIBILITY AGREEMENT TO SUPPORT THE VALLE COMMUNITY

- *Urbi's commitment with the community continues to be at the core of its actions: the company will donate the operating income of the housing project, and provide voluntary consulting and project development services.*
- *Urbi people are given recognition for its leadership at a national level.*

Mexicali, B.C. August 3rd, 2010. - Urbi, the leading housing developer in Mexico and the Government of the State of Baja California signed a Social Responsibility Agreement to seal their joint commitment to support the community of the Mexicali Valley region through the construction of housing for the disaster victims that lost their homes as a result of the earthquake that took place this past April.

The event began with a tour of the main corporate offices that began in the emblematic building of the Colorado River Land Company, and was lead by State Governor Jose Guadalupe Osuna Millan, Cuauhtemoc Perez Roman, Urbi's Chief Executive Officer, Javier Moreno Gamez, Chairman of the company's Social Responsibility Committee, Carlos Cota Arce, Urbi's Founding Partner, and Selene Avalos, Chief Financial and Planning Officer.

"In line with our vocation as a socially responsible company, we are working with the State Government on the technical and operating front to habilitate the homes for the victims of the earthquake, providing voluntary consulting and project development services and donating the housing operating income," said Javier Moreno Gamez.

During the agreement signing ceremony, the advantages of the joint participation program were highlighted, including: An efficient housing design with better space planning, cost- and time-saving construction efficiencies, zero waste, a natural-growth architectural project, thermal materials that are insulated and more resistant, among others.

"It is an honor for Urbi to work with the authorities on this project to benefit the community, particularly with the technical and operating work developed by our talented people, who have voluntarily shared their best practices for a social cause. In line with our company philosophy, this is the best way to thank the community for its trust," said Cuauhtemoc Perez Roman

At the closing of the event, State Governor Jose Guadalupe Osuna Millan recognized Urbi's executive team for being featured in the Mexican Leaders

magazine. “Being a company from Baja California, we are very proud to see Urbi having such a big influence in the country’s economic development with a socially-oriented philosophy that has translated in their involvement in high-impact social projects for the disaster victims of the Mexicali Valley, which will provide a new urban area that will offer them a better quality of life that is orderly and harmonious.”

Urbi Desarrollos Urbanos S.A.B. de C.V. (MSE: URBI) is the leading housing developer in Mexico. Currently, Urbi is present in 32 cities, covering the main metropolitan areas and the most dynamic medium-size cities in the country. In over 28 years of operations, Urbi has developed over 340,000 homes, and has always conducted its business with a strong emphasis on financial performance, making it one of the most profitable companies in the sector.*