

CEMEX AND URBI REITERATE PRODUCTIVE ALLIANCE TO TRANSFORM COMMUNITY HOUSING

- *The strategic plan of the CEMEX Cement and Concrete Technology Center was introduced as part of the operating model for this alliance.*
- *New modeling and construction projects for vertical housing took center stage.*

Monterrey, Nuevo Leon, Mexico; August 17th, 2010. - As part of the celebration of the 11th anniversary of the alliance, CEMEX, a global leader in the development of construction solutions and Urbi, the leading housing developer in Mexico, reiterated their productive alliance and their commitment to continue transforming the housing industry in the country.

In an event that brought the management of both companies together, including Francisco Garza, CEMEX's President of the Americas Region, and Cuauhtemoc Perez, Chairman of the Board of Directors and Urbi's Chief Executive Officer, the companies celebrated one more year of alliance and presented the results of their joint efforts.

"We are highly satisfied with the results and progress made by members of both companies in terms of housing development in Mexico, and above all, we are looking forward to new challenges. Focusing on the technological aspects and on the creation of new service measures allows us to improve our work together and helps us offer a better product and effective solutions for the end customer, which are then shared with Urbi," said Francisco Garza.

Before signing, the strategic work and focus at the CEMEX Cement Concrete and Technology Center (CTCC, by its acronym in Spanish) were highlighted as part of the operating model of the alliance, as was its more than 10-year contribution to the housing industrialization in Mexico.

"Reiterating our productive alliance with CEMEX carries great weight because we strengthen our vision and our commitment to tackle new challenges, as we create and build new opportunities. In today's highly challenging business environment, the end customer—an integral part of our value chain—is in constant need of better housing solutions and services, which lets us extend our offerings and focus mainly on lower-income families," said Cuauhtemoc Perez.

During a work meeting, new actions were introduced under the business development line, where vertical housing modeling and construction topics stood out, as well as the transferring and adoption of the CEMEX tool "Concretando el conocimiento" (creating concrete knowledge) to evaluate the SAT-GLO (version 7), a tool created to ensure optimal operation through a defined model developed in 2002 and updated every year to incorporate new technology and processes.



In addition to the above-mentioned executives, the following CEMEX Mexico representatives were present: Jaime Elizondo, President; Hector Velazquez, Vice President of Concrete; Miguel Garza, Director Concrete North Eastern Region; Juan Luis Alfiero, Director of Housing and Institutional Sales, and Martha Lucia Henao, Institutional Sales Manager.

Representing Urbi on the ratification of this alliance were: Netzahualcoyotl Perez, Executive Director; Javier Moreno, Strategic Advancement Director; Narciso Castillejos, Director of Innovation and Development; Carlos Acosta, Regional ZM Director, Monterrey; Jesus Medina, Housing Director, Monterrey; Sergio Olmedo, Manager of Productive Alliances; and Alma Beltran, Manager of Corporate Communications.

The celebration of another year of alliance between both companies brought CEMEX and Urbi together to participate in the groundbreaking ceremony of the Children's Soup Kitchen in Tijuana this past June, donated as part of Lazos Familiares (Family Ties), a Corporate Social Responsibility Program, and a great example of the many opportunities to work together in high impact projects that benefit society.

CEMEX is a global building materials company with continuous growth that provides high-quality products and dependable services to customers and communities across 50 countries worldwide.

CEMEX continues to help the people it serves by constantly looking for innovative industry solutions, improving efficiency, and fostering sustainable growth. For more information, go to www.cemex.com.

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.*

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