

Conference Call 3Q 2009



Contacts and Additional Information

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Mexicali, Mexico, October 2nd, 2009: URBI Desarrollos Urbanos, SAB de CV (MSE ticker symbol: URBI*) is one of the leading companies in the housing sector in Mexico. During its 27 years of operations, URBI has developed more than 300,000 homes and has always conducted its business with a strong emphasis on financial performance; which makes it one of the most profitable companies in the sector. URBI's business model is supported by UrbiNet, its state-of-the-art IT platform.

We would like to invite you to participate in our:

Third Quarter 2009 Earnings Results Conference Call

To be held on:

Tuesday, October 27th, 2009
at **11:00 AM ET** (9:00 AM Mexico City Time)

The Conference will be hosted by:

Mr. Cuauhtémoc Pérez Román - CEO
Ms. Selene Avalos Ríos – CFO
Mr. Antonio Jorge González - IRO

To participate in the conference, please dial:

From within the U.S. **(800) 259 0251**
From outside the U.S. **(617) 614 3671**
Participant Passcode: 95278130

Playback:

The call will be available on our website at 2:00 p.m. ET on 10/28/2009.



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