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Baja Diamante Bolsters Sales with Dynamic Sales and Marketing *Prudential California Realty and Baja Monday produce results-driven marketing efforts for Baja Diamante.*

San Diego, CA (March 13, 2007) - Prudential California Realty, Northern Baja Division is pleased to announce it has joined forces with Baja Monday for the marketing of Baja Diamante in San Felipe, Baja California, Mexico.

“We are pleased to have such professional and experienced sales and marketing experts partnering with us,” said Armando Ramos Sr., owner and president of Baja Diamante. “Baja Monday and Prudential California Realty, Northern Baja Division make a powerful and results-driven team.”

The Northern Baja Division of Prudential California Realty was formed last year to represent Prudential California Realty throughout the northern half of Baja California. Prudential has been very successful in the Cabo San Lucas, Loreto Bay and Puerto Vallarta markets, to name a few. The Northern Baja Division is headquartered in Rosarito Beach and plans to expand Prudential’s success in Mexico.

“San Felipe is the next major area for upscale development in all of Baja California,” according to Wayne Cobb, Prudential representative. “We are extremely pleased to be a part of San Felipe’s premier project, Baja Diamante.”

Baja Monday is a full-service marketing company specializing in the marketing of real estate developments in Baja California, Mexico. Established in 2006, Baja Monday is comprised of key executives of Baja Diamante and San Diego’s award-winning marketing firm, Monday Group. Baja Monday’s staff of experienced Mexico real estate experts and its cutting-edge marketing strategy have established a much-needed marketing presence in Baja California.

“Baja Monday is pleased to be working with Prudential California Realty, Northern Baja Division and Baja Diamante,” said Kimberly Monday, President of Baja Monday. “This opportunity allows us to define the vision for this first-of-a-kind development with distinct villas and condos and northern Baja’s first Nicklaus Design Golf Course.”

ABOUT BAJA DIAMANTE

Located along the east coast of the Baja Peninsula, between the desert and the Sea of Cortez, Baja Diamante is a \$2 billion project including: an 18-hole Nicklaus Design golf course with surrounding development parcels, a 350 slip marina, beachfront villas, 40-condominiums, and 101 custom designed homes. Baja Diamante features a private beach, a clubhouse, restaurants, tennis courts, indoor and outdoor pools, a gym and spa, a palapa bar, commercial and retail space and proposed seaport village.

Prudential California Realty Northern Baja Division is an independently owned and operated member of the Prudential Real Estate Affiliates.