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OUTHOUSE AND DIGITAL DOGS JOIN TOGETHER TO DEVELOP CUTTING-EDGE TECHNOLOGY FOR HOMEBUILDERS

Phoenix, AZ – July 6, 2004. The rapid growth of the homebuilding industry has necessitated the need for new and improved technology tools. Phoenix-based OUTHOUSE, an outsource solution for the homebuilding industry, is leading the technology race. Along with their partner, Digital Dogs, OUTHOUSE provides a broad range of innovative technology products and services to residential homebuilders. OUTHOUSE and its builder clients have realized the need to streamline workflow and simplify coordination of a whole host of inter-related demands.

OUTHOUSE's integrated process starts by drafting construction documents and modeling & rendering the elevations. It continues on through the design review and electronic bidding, finishing up with sales office merchandising and marketing materials. This full spectrum, mirroring the builder's process of developing communities and building homes, generates a large quantity of files and documents. The need for accuracy and coordination, not to mention the need to archive and service all these files, is significant.

Digital Dogs, an OUTHOUSE technology partner, has helped OUTHOUSE develop ePlans, an online utility that allows builders and vendors to share important files and documents quickly and easily through a Web-based file archive. Homebuilders now have a simple-to-use, secure, and flexible file archive that requires no software purchases or training. As Michael Jones from

Digital Dogs points out, "If it's not ultra-simple; it won't get used." Access permission is controlled through password-specific viewing and can be assigned to subcontractors per electronic bidding. Additionally, the builder can efficiently coordinate with architects and designers through ePlan's file history review and automatic email updates when new documents are posted.

Taking Web-based management tools one step further, OUTHOUSE and Digital Dogs are also developing an online fulfillment portal. This secure access portal will allow builders to order and track a wide variety of outsourced materials. By using this order fulfillment site, management can monitor order histories and control material/brand consistency throughout their many communities. The site displays a picture of the product, price, and delivery schedule allowing field personnel to better plan for community openings and lifecycle maintenance.

OUTHOUSE and its technology partners are continually developing new and progressive technologies to meet the increasing demands of the homebuilding industry and their building partners. As an example, OUTHOUSE is currently developing a trio of interactive sales tools for the Web, sales office, and design center.

ABOUT OUTHOUSE:

OUTHOUSE is the brand name for the integrated services of Architectural Solutions Inc., Centeon Corporation, and Nexus Multimedia Inc. These three companies have come together to revolutionize the process of managing and producing a complete spectrum of services traditionally outsourced by homebuilders. From construction documents and 3D renderings through design review and electronic bids, as well as sales office merchandizing and marketing materials, OUTHOUSE improves accuracy, shortens time-to-market, saves money, and simplifies management control.

For more information about their wide range of services, you can contact OUTHOUSE at 602-258-0429 or by accessing their Web site at www.outhouse.net.

ABOUT DIGITAL DOGS:

Digital Dogs is a Scottsdale-based Internet services company. Founded in 1998, Digital Dogs provides professional Web site development and custom programming services for clients across many industries and U.S. locations. Additional services include Internet marketing, search engine placement strategies, multimedia development, and graphic design. Clients include Avnet, Facility GIS, Hard Dollar, and Tadiran Telecom. For more information, visit www.digitaldogs.com.

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