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MERITAGE HOMES PHOENIX DIVISION LEADS INDUSTRY TOWARDS NEW TECHNOLOGY SOLUTION

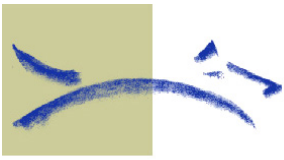
*Digital Dogs' Contrado™ Simplifies Collaborative Communication for
Homebuilders' Booming in the Southwest*

(SCOTTSDALE, AZ) October 31, 2005 - Digital Dogs, providers of personalized web solutions and services, and partner, Outhouse, providers of outsourced rendering, printing and computer-aided design, today announced that the Phoenix Division of Meritage Homes, one of the country's top homebuilders, is leading the industry by adopting Digital Dogs' signature technology solution, *Contrado™*, as the homebuilder's software management solution. The installation, transition and execution of this new technology are speculated to take place by the end of this month. Digital Dogs says that there are several additional homebuilders in the Phoenix-metro area that are rolling out *Contrado* to their vendors and sub-contractors.

Meritage Homes, listed three out of the past five years as *Fortune* magazine's *100 Fastest Growing Companies*, is rapidly building homes in six of the top ten housing markets in the country, primarily in the southwest. The Phoenix Division plans to implement *Contrado* as a solution to mitigate inefficiencies and improve internal customer service by providing the entire project team with instant and updated information throughout the dynamic building process, including production, architectural renderings and bidding.

"The Phoenix Division of Meritage Homes is proud to be a subscriber of *Contrado*," said Missie Valliere, vice president of marketing for Meritage Homes, Phoenix Division. "With *Contrado* as our architectural plans and bidding software management system, this program will help manage the multiple projects Meritage Homes is currently working on, as well as all of the Single Family communities that Meritage will develop in the future."

Valliere continued, "From City design reviews to brochure packets, *Contrado* promises to streamline all of Meritage Homes' floor plan production needs.



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Meritage Homes also hopes to achieve a high level of internal customer service to all who require updated information quickly, with just a click.”

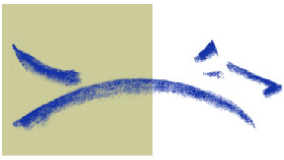
Contrado is an interactive Internet-based system created for file archiving, document sharing, and version-management, to more efficiently collaborate all production efforts in the building process from start-to-finish. The dynamic solution is designed for homebuilders who create, modify, and share documents with customers or business partners, and is also being explored by other industries, such as law and marketing firms.

“Homebuilders are building new homes at a pace never before experienced in Arizona,” said Michael Jones, co-founder and chief operations officer, Digital Dogs. “*Contrado* was designed to assist homebuilders in keeping up with this high demand while making fewer mistakes, improving communication, and exercising tight management of the entire building process. *Contrado* is the perfect solution to assist homebuilders in orchestrating the many facets of their business.”

“With several years working in the homebuilding industry, including our work with Meritage Homes, we’ve witnessed times when just one mistake in materials or one unnecessary delay in communications can cost a homebuilder thousands of dollars,” said Bill Gelbaugh, president of Outhouse. “We joined Digital Dogs in developing *Contrado* because we’re confident that this is a solution that can speed the building cycle and alleviate many common problems that occur simply because of the dynamic nature of homebuilding.”

About *Contrado*™

A month-by-month licensing subscription of *Contrado* with Digital Dogs enables homebuilders, architects, vendors and sub-contractors to electronically collaborate with one another from one central location, lending to collective communication throughout the building process. Additionally, *Contrado* simplifies the homebuilders’ ability to organize the various aspects of the project, coordinate scheduling, and track and share updated versions of documents while substantially decreasing printing and supply costs.



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Browser-based *Conrado* can be accessed with a user interface similar to Microsoft Windows Explorer and does not require software installation or special training. The technology archives and stores files on a central repository, with daily backups to an offsite, secured, multi-homed co-location facility.

About Digital Dogs

Digital Dogs is a Scottsdale-based Internet services company. Founded in 1998, Digital Dogs provides professional web 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, Cold Stone Creamery, Hard Dollar, Tadiran Telecom, and Zila Pharmaceuticals, Inc. For more information, please visit: www.digitaldogs.com.

About OUTHOUSE

OUTHOUSE is the branded 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, please visit: www.outhouse.net.

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