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DIGITAL DOGS LAUNCHES MICROSITES FOR CENTEX HOMES

(SCOTTSDALE, ARIZONA – June 1, 2007) - Digital Dogs, Inc., a Scottsdale-based Internet services company announced it recently launched two new state-of-the-art websites for Centex Homes Arizona:

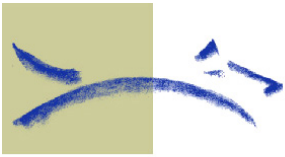
www.centextatverrado.com and www.efficient-c-homes.com.

The Centex Homes Verrado micro-site features the homebuilder's Parkview Square community located in Verrado—the exclusive, master-planned community in Buckeye, Arizona. The website utilizes flash technology to provide the user with a fully interactive experience. It includes realistic views of each of the Centex Homes designs, elevations, floor plans, and specifications, along with music that brings out the home-town look and feel at Verrado.

“The Parkview Square website is the first of its kind for Centex Homes. It truly offers potential homebuyers a comprehensive overview of the homes. It is the next best thing to seeing the homes in-person,” said Trish Maher, director of marketing for Centex Homes of Arizona.

The Efficient-C website showcases Centex Homes' new Efficient-C resource saving homes with built-in energy, water and cost saving features. The vibrant site is easy to navigate and is completely interactive. Scroll over the homes photo on the home page and pop-ups appear on each identifying the “green” features and pinpointing their locations within the homes.

Individual website pages on water conservation, energy conservation, Arizona desert environment and preservation, and land conservations showcase and explain the multitude of Efficient-C standard features that save resources and save money for home owners. Centex Homes' conservation partners are also featured on the site.



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“Our Efficient-C Resource Saving Homes serve to help carve out a unique niche for Centex Homes of Arizona. This effort positions our brand as a leader in building energy and operationally efficient homes. And, the website visually demonstrates these environmentally friendly features,” stated Director of Marketing, Trish Maher.

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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, Centex Homes, Cold Stone Creamery, Tadiran Telecom, Zila Pharmaceuticals, Inc and IMS, Inc. For more information, please visit: www.digitaldogs.com.