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For Immediate Release

DIGITAL DOGS WINS 2007 W³ AWARD

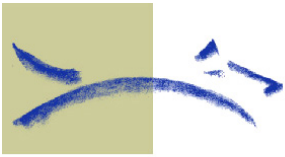
(SCOTTSDALE, ARIZONA – November 6, 2007) - Digital Dogs, Inc., a Scottsdale-based Internet services company announced today that it won a 2007 W3 Award for the website developed for its client, Centex Homes Arizona. Competing with 2,700 entries, Digital Dogs took home the Silver for Centex Homes' Verrado website, www.centexatverrado.com.

Digital Dogs developed the winning website for the Centex Parkview Square community at Verrado—an exclusive master-planned community in Buckeye, Arizona. The website includes flash technology giving the user a fully interactive experience. It features realistic views of Centex's Parkview Square home designs, elevations, floor plans, and specifications, and utilizes music to set the stage for "home town" look and feel at Verrado. The site was written by IMS, Inc.

"We are honored to receive this award and be recognized among the best in the nation. It's also a privilege to work with great clients such as Centex Homes of Arizona," said Richard Docter, president of Digital Dogs. "Parkview Square is well-designed so it was a great product to work with."

The W3 Awards recognizes outstanding websites, web marketing, and web video created by some of the best agencies and designers worldwide. It is the first major Web competition accessible to all, from the biggest agencies to the smallest firms. The W3 Awards is sanctioned and judged by the International Academy of the Visual Arts, an invitation-only body consisting of top-tier professionals from a "Who's Who" of acclaimed media, advertising, and marketing firms.

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