



Contact: Holly Harmon
Olson Communications, Inc.
(480) 368-7999
hharmon@olsoncomm.com

Reservations Being Accepted for Custom Home Sites in North Scottsdale

SCOTTSDALE, Ariz. (March 2, 2007) – A private, gated custom home site community in north Scottsdale, Sereno Canyon, is now accepting reservations. Located at Happy Valley Road and the 122nd Street alignment, Sereno Canyon features 122 custom home sites averaging 2.5 acres in size with prices ranging from the low to mid \$700,000s to \$2 million. Sales for the first phase of home sites will begin in April for this highly sought-after community soon to emerge from the foothills of the McDowell Mountains.

Offering dramatic views of the native desert, surrounding mountains, Tonto National Forest and Four Peaks, Sereno Canyon, represents one of the final opportunities to reserve a large custom home site in north Scottsdale. Surrounding mountains and federally protected areas will ensure the community will be little affected by city encroachment, while hiking trails accessible from the community will allow prospective members to take advantage of the beauty of the remote setting. Additionally, community amenities such as the *Retreat* will provide prospective residents with resort-style luxuries, including workout facilities, an outdoor fire pit and barbeque area, view terraces and a negative edge regulation-sized lap pool and spa.

“We’re excited to offer prospective buyers a chance to reserve a custom home site before sales begin,” said Jim Buckley, director of marketing and sales for Harvard Realty Services, the company responsible for the marketing of the community. “We have had significant interest in Sereno Canyon, and anticipate these homesites to move quickly.”

For more information on Sereno Canyon, visit www.serenocanyon.com or call (480) 348-1118.

-more-

About Harvard Realty Services

Harvard Realty Services is a division of Harvard Investments, Inc., a real estate investment and development company with real estate holdings throughout the western United States. Harvard combines experience, integrity, and financial stability to create high quality, environmentally sensitive, profitable communities. Harvard's Canadian parent, the Hill Companies, is a privately held diversified company involved in real estate development, oil and gas production and distribution, broadcasting, surety bonding, and life insurance. The Hill Companies celebrated its 100th year of continuous family ownership and operation in 2003. For more information on Harvard Realty Services, visit www.harvard.ca

About Crown Community Development

Sereno Canyon is owned by Crown Community Development, a division of Henry Crown Companies, one of the nation's largest privately held business organizations. Crown's diverse interests range from real estate investments such as Rockefeller Center in New York City; operating companies like Great Dane Trailer; and high profile recreation/resorts such as Aspen Ski Company and the Ojai Resort in Ojai California. Additionally, the Crown family holds significant stock positions and board memberships in General Dynamics, Chase/JP Morgan, Sara Lee, and Hilton Hotels, as well as investment holdings in the New York Yankees and Chicago Bulls.

Crown Community Development was founded in 1973 to invest in, and later to manage, a 3,500-acre property in Aurora, Illinois on the western edge of suburban Chicago. Today, the acreage is one of the nation's premier areas to live and work and is a living laboratory for Crown's growing expertise in community development. Over the past three decades, Crown's mission has remained constant - to envision and create memorable high quality communities that meld naturally into their surroundings and generate long-term value for landowners, municipalities, builders, residents and neighbors. Crown Community Development has projects from Florida's Gulf Coast to Chicago's North Shore and many states in between. For more information, visit www.cciland.com