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**CROWN COMMUNITY DEVELOPMENT APPOINTS BROKER WITH RUSS LYON
SOTHEBY'S INTERNATIONAL REALTY AS DIRECTOR OF SALES
FOR SERENO CANYON**

Scottsdale, Ariz. (October 27, 2008) – Crown Community Development, developers of [Sereno Canyon](#), has appointed Debbie Omundson of Russ Lyon Sotheby's International Realty as the director of sales for the community of North [Scottsdale custom homesites](#). Since the recent release of 46 lots in phase one at Sereno Canyon, eight [private homesites](#) in the 350-acre community have sold. Omundson will lead the sales team in closing out phase one and subsequent phases, while implementing programs and incentives to foster alliances within the Realtor community. A longtime partner with Sereno Canyon, Harvard Investments will continue to oversee the architectural design review process for homeowners and their builders.

“With a long history in the North Scottsdale-area and a proven track record in [custom homesite](#) sales, Debbie is a perfect match for [Sereno Canyon](#). Her first-hand knowledge of the area and her longstanding relationships with area Realtors will be an invaluable resource for attracting homebuyers seeking custom homesites with unprecedented views,” states Hugh Smeed, Vice President of Crown Community Development.

A seasoned licensed real estate broker, Omundson has more than 16 years of sales experience in [custom homesites in North Scottsdale](#) and Carefree. Additionally, as a 20 year resident of the Cave Creek/Carefree community, she is knowledgeable of the area schools and amenities that are important to prospective Sereno Canyon residents. During her career, Omundson has closed more than 600 transactions in the Scottsdale, Carefree, and Cave Creek areas. Debbie has sold homesites in various luxury communities such as Ocotillo Ridge, Carefree Foothills, Grandview Estates, Sentinel Rock Estates, Carefree Highlands, Troon Ridge Estates, Pinnacle Peak Vistas, Merit Crossing, The Boulders, Desert Mountain, and more. Debbie has also sold undeveloped [acreage and custom homes](#) in the Scottsdale area.

According to Omundson, “Neighboring a mountain preserve, Sereno Canyon is a spectacular property and one of a few of its kind left in the area. I am very excited to be a part of such a young project, and look forward to seeing the community grow.”

About Sereno Canyon:

Located at Ranch Gate Road and the 122nd Street alignment, Sereno Canyon features 128 [custom homesites](#) that average 2.5 acres in size, with prices ranging from the low \$700,000s to \$2 million. More than 60 percent of the 350-acre community will be preserved for open space, protecting view corridors and maintaining spacious homesites.

Nestled at the base of the McDowell Mountains, Sereno Canyon offers dramatic 360 degree views of the native desert, surrounding mountains, Tonto National Forest and Four Peaks. Surrounding mountains and federally-protected areas ensure the community will be minimally affected by city encroachment, while hiking trails accessible from the community allow residents access to secluded outdoor recreation. For more information on Sereno Canyon, visit www.serenocanyon.com or call 1-877-464-2418.

About Crown Community Development:

Crown Community Development is 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. Since 1973, 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.

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