



For Immediate Release

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Interurban Development Selects Action Figure to Drive Its Brand

Austin, Texas – (July 2006) Interurban Development, LLC, an Austin based real estate developer announced today that it has selected locally based Action Figure to drive the company's branding campaign. Action Figure was selected from a group of 4 finalists. The selection process began in April 2006.

"We chose Action Figure to lead our branding efforts for Interurban Development because of its recognizable connection to Austin, dynamic talent and distinct edginess," said Interurban Development's Director of Marketing, Monica Stone. "We believe their unique approach will compliment the company's core messages and emphasize our commitment to exceptional urban development."

Action Figure will work with Interurban Development to stage the image of the new marketing and design studio scheduled to open in September 2006. Also, they will assist the company in identifying and communicating the vibrancy of our brand through marketing collateral and print campaign.

"We're thrilled to be working with Interurban on their brand development because we believe that they have a real story to tell", said Matt Hovis of Action Figure. "They're a truly innovative development group with a genuine passion for green building, and they try to do something special with every project. Which is our aim as well."

About Interurban Development

Interurban Development LLC, is an Austin based real estate developer specializing in urban and suburban multi-family communities of distinction. The company is committed to exceptional design, innovative technology and environmentally sound principles. Interurban's efforts begin with a compelling story and end with a unique community; one with a remarkable sense of place that serves as an inspiration to our residents and an exceptional value to the real estate market. For more information about Interurban Development communities, please visit www.interurbandev.com.

About Action Figure

Action Figure is an Austin-based creative agency and production company specializing in film and digital video, motion and graphic design, interactive and content development for television, cinema, advertising and corporate clientele.