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PRESS RELEASE

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Centex Destination Properties Chooses PEAK Sales Consulting for Implementing Sales & Marketing Automation System

November 25, 2002, Las Vegas, NV. — Peak Sales Consulting, a sales consultancy firm located here, was chosen to implement a new Sales & Marketing Automation System for Centex Destination Properties, a Company of Centex Corporation. Centex Destination Properties is currently developing two neighborhoods within Lake Las Vegas Resort. Tramonto is a 48 unit luxury golf villa and penthouse neighborhood high above and over-looking the shimmering waters of Lake Las Vegas. Sorrento is a neighborhood consisting of 52 luxury homes nestled along the lush green fairways of the Jack Nicklaus Signature Reflection Bay Golf Course. **Centex Destination Properties employed PEAK Sales Consulting to implement their new GoldMine Software system and to train their employees.**

“Our new system will now allow us to profile our prospects, address their unique requirements, and do a better job of marketing to them,” stated Gary Gosztonyi, VP for Centex Homes. “We are now able to track, and follow up on, all our contacts with potential homeowners so we can build on those relationships, which will improve our customer loyalty and dramatically increase our business,” added Gosztonyi.

“Businesses always benefit from automating their marketing and sales processes. I applaud Centex Destination Properties for wanting to improve their customer relationships and increase their efficiency,” said Russ Lombardo, President of PEAK Sales Consulting.

About PEAK Sales Consulting, LLC

PEAK Sales Consulting, LLC (www.PeakSalesConsulting.com) is headquartered in Las Vegas, NV. Russ Lombardo, President/Owner of PEAK Sales Consulting, is an experienced sales specialist, speaker and trainer. Russ works with sales executives and sales teams to develop processes for dramatically improving results and increasing revenue. Russ is also the author of the forthcoming book, “Customer Relationship Management For The Common Man.” He can be reached at 702-655-5652 or russ@peaksalesconsulting.com.

About Centex Corporation – Parent Company of Centex Destination Properties

Building on its tradition of excellence, Centex Corporation presents their newest division, Centex Destination Properties. Centex Homes a Centex Company has built nearly a quarter of a million homes. As one of the nations largest builders, Centex has earned a national reputation for quality and innovation within the industry. They also enjoy the distinction of being the only builder to have ranked among the prestigious Professional Builder Magazine’s Top Ten Home Builders every single year for the past several decades. On the Northshore of Lake Las Vegas Resort, Sorrento residents enjoy spectacular panoramas of breathtaking lake views, dramatic mountain vistas, and the emerald hues of lush green fairways. For additional information on Sorrento, call Chat Wynne at 702-568-0605. Tramanto residences overlook the clear blue waters of Lake Las Vegas and far beyond. For additional information on Tramonto call Jerry Tremblett or Rich Bogner at 702-565-0866.