

NEWS RELEASE

FOR IMMEDIATE RELEASE

Aug. 2, 2007

PR Contact: Ann Romano

949/496-1076

annromano@bigplanet.com

LA JOLLA PACIFIC LTD. ANNOUNCES PROMOTION

Debb Finke Becomes Director of Field Operations—Pacific Northwest for Fast-Growing Firm

SACRAMENTO, Calif. — Debb Finke has been promoted from Northern California regional manager to director of field operations, Pacific Northwest region, at La Jolla Pacific Ltd. She will oversee a team of construction consultants throughout Northern California, Oregon and Washington from the Sacramento office of the Irvine, Calif.-based construction-quality and risk-management firm.

“Debb’s background and construction experience have proven an invaluable asset to our Northern California operations,” noted Don Neff, president. “We have every confidence that she will provide strong leadership in managing our growing client base in the Pacific Northwest.”

With La Jolla Pacific since March 2006, Finke had been overseeing contracts for third-party building plan review, construction observation and other activities covering a variety of single- and multi-family construction projects.

Prior to joining the firm, Finke had held construction management positions with a Los Angeles-based commercial construction firm and a remodeling company. Formerly a resident of Colorado, she also owned a construction and design company there, managing all field and design-related aspects for projects encompassing multi-million dollar mountain homes, as well as commercial projects in the Denver area. She attended Monmouth College of Fine Arts in Monmouth, Ill. In addition to holding numerous OSHA Safety Certifications, Finke is currently pursuing LEED Professional Accreditation.

With an extensive background in direct construction experience, La Jolla Pacific, Ltd., offers its exclusive Shark Repellent® package of proactive defensive strategies covering pre-, during and post-construction, including third-party peer review and quality

assurance services, to single-family, multi-family and commercial builders in seven offices throughout the Western U.S.

For further information about La Jolla Pacific Ltd.'s array of services, please visit www.lajollapacificltd.com, or contact Cassie Cherry at (800) 645-8955, ext. 13.