



PRESS RELEASE

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DQI USA Announces New Website

NEW YORK CITY - NOVEMBER 15, 2007 - DQI USA, LLC announced the launch of its new website today during a special meeting in New York City. The company has created a comprehensive website geared towards the U.S. market for users of the "DQI" and "DQI for Schools" at www.dqionline.com.

The DQI (Design Quality Indicator) is being introduced to strategic users in the U.S. market, building upon its success in the U.K. where it was originally developed and already has been applied to over 900 projects by more than 10,000 respondents.

The DQI is the construction industry's most sophisticated tool to quantify design quality throughout design, pre-construction and post-occupancy phases of a building. By converting individual subjective perceptions into objective measurable results, procurement teams can better manage the design process and deliver superior buildings in less time at lower cost.

The quantification of these "design intangibles" is a unique feature to the DQI. It can be used during the Concept, Design, Construction, and Occupation stages of a building's development to benchmark the needs and expectations of project constituents against the actual project's progress. The DQI's proprietary framework also focuses the procurement team on the needs of the end users, involves all the stakeholders, and helps develop a fundamentally better and more sustainable building.

The development of the DQI has finally made it possible to identify the accepted universal attributes that constitute good design. For the first time, using the DQI assessment tool, everyone involved in the design, production and use of a building can easily evaluate and benchmark the quality of its design.

About DQI USA, LLC:

DQI USA, LLC IS A SOCIALLY RESPONSIBLE BUSINESS DEDICATED TO IMPROVING THE QUALITY AND PRODUCTIVITY OUR BUILT ENVIRONMENT.

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The company is focused on enabling widespread use of the construction industry's first statistically validated design assessment tool, the DQI (Design Quality Indicator). The company was formed in 2006 to commercialize the DQI in the U.S. following its success in the U.K., where it was originally developed.

DQI USA aims to create a nationwide network of DQI Facilitators in the U.S. and establish the DQI as the industry standard for delivering high performing buildings. Available as a web-based tool, the DQI enables procurement teams to holistically define and evaluate design quality at all key stages in the development process. The quantification of "design intangibles" is a unique feature to the DQI enabling the delivery of fundamentally better and more sustainable buildings.

The company was founded with a vision that better designed buildings are fundamentally more valuable and a better use of resources. History shows that poor design results in high costs and low value for money. By capitalizing on the economic, social and environmental benefits of improved building design, the case can be made to unlock potential value, increase economic activity and enhance productivity. In short, investing in high quality buildings can improve the welfare of business and society.

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DQI - Improving the quality of our built environment

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