



**DESARROLLADORA HOMEX, S.A.B de C.V.
SECOND QUARTER 2010 RESULTS
CONFERENCE CALL NOTICE**

- DATE:** Tuesday, July 27, 2010
- TIME:** 9:00 AM Central Time (Mexico City)
10:00 AM Eastern Time (New York)
- HOSTS:** Gerardo de Nicolás, Chief Executive Officer
Carlos Moctezuma, Vice President of Finance and Planning and
Chief Financial Officer
Vania Fueyo, Investor Relations Officer
- DIAL-IN:** International: 706-643-5124
U.S.: 866-887-3678
Passcode: 85021876
Please call 10 minutes prior to start time and request the Homex call
- REPLAY:** 706-645-9291, available one hour after the call ends, the pass code to access the replay of the call is 85021876. Or via webcast at <http://www.homex.com.mx/ri/index.htm>

A copy of the earnings release will be e-mailed to you after market close on July 26, 2010. It will also be available on the Company IR website at <http://www.homex.com.mx/ri/index.htm>

Please contact Ms. Vania Fueyo at (011-52-667) 758 5838 or via email at investor.relations@homex.com.mx with any questions.