

**Investor Relations Frequently Asked Questions In
Connection With Recent Filing Of Form 15.**

Q. What were some of the factors that contributed to the Company's decision to file a Form 15 and accordingly terminate registration of its shares of common stock with the Securities and Exchange Commission (SEC) and suspend its reporting obligations to the SEC?

A. UCP's Board of Directors authorized the filing of the Form 15 after careful consideration of the advantages and disadvantages of being an SEC reporting company. The Board concluded that the consequences of remaining an SEC reporting company outweighed the current benefits of public company status. The Board considered many factors, including, without limitation, (i) the costs, both direct and indirect, incurred by the Company each year in connection with the preparation and filing of periodic reports and forms with the SEC; (ii) the estimated benefit to EBITDA and net income or loss as a result of cost savings associated with a reduction in regulatory filings and Sarbanes-Oxley compliance related matters; (iii) the benefit of allowing senior management to spend less time with SEC report and form preparation enabling them to devote greater attention to the Company's revenue bearing sales and marketing activities and long-term financial performance; and (iv) the lack of any clients in the United States and that in the foreseeable future, all business and opportunities will be with existing and new Scandinavian clients. The Company expects the direct and indirect cost savings from terminating the registration of its common stock with the SEC to be relatively significant.

Q. Will the current reporting obligations be affected during the 90-day transition period?

A. Upon filing Form 15 on March 12, the Company's reporting obligations were immediately suspended in accordance with SEC regulations.

Q. Will the common stock of the Company continue to be quoted on the OTCQB?

A. As a result of the filing of Form 15, which terminated the registration of its common stock and suspended its reporting obligations under the Securities Exchange Act of 1934, UCP's common stock is no longer eligible to be traded on the OTCQB and is now quoted on the Pink Sheets. However, UCP can give no assurance that trading in its stock will continue on the Pink Sheets or on any other securities exchange or quotation medium.

Q. Who regulates the Pink Sheets?

A. Pink Sheets is neither an SEC Registered Stock Exchange nor a FINRA broker/dealer. Pink Sheets is considered a Non-exclusive Securities Information Processor and an Interdealer Quotation System, for which registration is not required under current securities laws. However, Pink Sheets quotation and trading system is only open to registered broker/dealers and those broker/dealers are subject to FINRA Rules and regulations regarding their conduct and use of the Pink Sheets. Issuers are subject to Federal and State securities laws.

Q. What financial information concerning the Company will be made available to investors?

A. UCP presently intends for the immediate future to provide quarterly and year-end financial statements on UCP's website or through the OTC Disclosure and News Service.

Q How can I be notified when new information about UCP is available?

A. You should consult this Web site from time to time to find out about new information concerning the Company..

Q. Who is UCP's Transfer Agent and what are their contact details?

A. The Company's Transfer Agent is Action Stock Transfer Corp. Their contact information is the following:

Address: 2469 E. Fort Union Blvd, Ste 214, Salt Lake City, UT 84121

Tel: (801) 274-1088

Fax: (801) 274-1099 fax

web: www.actionstocktransfer.com

Q. How do I contact UCP's Investor Relations?

A. The easiest way to reach UCP's investor relations is by email at carljohan@ucpworld.com. You can find additional contact information on the investor relations page of this website.

Q. Who bought the Insight A/S shares that Tre Kronor sold, reported in Financial report Q2 2012?

A. The founders of Insight A/S Geir Kjaernäs and Per Haehre bought these shares to secure right numbers of shares to them. We think that it is vital that the local management feel they have a strong ownership in Norway. Tre Kronor sold these shares at a fair value with a profit.

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