



Waterfront Living in Old Town San Pedro

FOR IMMEDIATE RELEASE

MEDIA CONTACTS:

Vincent Aviani, Kelsey Kazarian

Macy + Associates Inc.

Vaviani@macyinc.com or 310-821-5300

Experience Waterfront Living

San Pedro, Calif. (April 8, 2006) - San Pedro, part of Los Angeles' South Bay, has become the center of attention for homebuyers seeking an exciting and rare living opportunity. San Pedro is a unique waterfront community brimming with civic pride and a rich history that traces back to its early days as a fishing village and port community.

“San Pedro is becoming one of the most attractive destinations for Los Angeles homebuyers,” said Mary Ann Osborn, Regional Account Manager, Vue. “The city has so much to offer, and its strategic location makes it the perfect living environment for a wide range of homebuyers. We have received an enormous amount of interest thus far and we expect the attention to drastically increase as we near our exclusive Sales Launch Events at the end of this month.”

A community over-flowing with local artists and galleries, Old Town San Pedro has a feel and energy akin to Venice and attracts a host of artists and people inspired by its urban canvas. San Pedro draws diverse and talented artists due to its location that lends to unobstructed views of the Pacific Ocean, Catalina Island or even Orange County's Dana Point and Saddleback Mountain.

The harbor offers more than 805 boat slips, guest boat docks, public fishing docks, piers, a harbor promenade, and breathtaking views of the harbor and Palos Verdes Peninsula.

Downtown San Pedro is the location of multiple shopping destinations. There are art galleries & antique shops for the artist, clothing & jewelry shops for the style seeking consumer, and theatres, restaurants, coffee houses & bookstores for the explorer. International cuisine attributes to this diverse community as well as the Little Fish Theatre Company, which offers live theatre. There is truly something for everyone in San Pedro.

While San Pedro currently has a lot to offer, the future is going to bring many exciting changes to the area. An enormous amount of city improvements are planned such as the completion of the new Bridge to Breakwater Promenade, city lighting upgrades, hiking trail improvements, and the proposed new San Pedro “Welcome Park.”

-more-

In addition, San Pedro has become a highly attractive investment market for some of the largest homebuilders in the country, and there is a proposed 1,000 housing units in the pipeline. Furthermore, approximately 42,772 square feet of new retail are in the forecast. A true urban renaissance has begun.

“The next few years are going to be among some of the most exciting that San Pedro has ever seen,” continued Ms. Osborn. “With the addition of new quality housing developments, the city is going to see an increase in population which is going to drive others to invest in the area, not only through residential developments and purchases but also through adding retail and entertainment destinations.”

The opportunity has arrived for you to be a part of the experience of San Pedro waterfront living. Vue, a 16-story high-rise, is the first new, modern urban development located in Downtown San Pedro. Featuring 318 residences, Vue offers unrivaled views of the harbor and the Palos Verdes Peninsula. Vue’s Phase One Sales Release will take place the last week in April and residences are anticipated to be available for occupancy in mid-2008.

The one, two and three bedroom units present a desirable option for a wide array of homebuyers. Residences at Vue will start in the mid-\$300’s for a one bedroom, the low \$500’s for a two bedroom, the low \$700’s for a three bedroom, and just over \$1.5 million for penthouse units. Vue will offer 13 main floorplans and will span from approximately 700 square feet to 1,700 square feet.

Vue’s residential units are designed to include private terraces and balconies. Multiple finish packages include porcelain tile flooring, wood cabinetry, quartz counter tops, imported tile and high-end, stainless steel appliances. Resident amenities include an outdoor pool with private cabanas, state-of-the-art fitness center, yoga/pilates studio, a spacious lobby, and more.

J. Kobi Moses, AIA, Principal of GMP Architects of Santa Monica, designed this signature high-rise residential community. Vue’s design brings together the palette of Southern California living featuring blue glass to connect with the water, yellow accents to connect with the California sun and elements of green to bring in the lush landscape of Southern California. The prestigious architectural firm also designed three luxury towers in Marina del Rey: the Cove, Azzurra and Regatta.

Style Interior Design of Irvine, Calif. was selected as the interior design firm for Vue. Included among Style’s past California design projects are: Trio in Pasadena, City Place Sales Center in Santa Ana, Marina Pointe and Water Terrace in Marina Del Rey, Crescent Park at Playa Vista in Los Angeles, and Watermarke Condominiums in Irvine.

San Pedro is located on the eastern foothill of the Palos Verdes Peninsula, and is home to the Vincent Thomas Bridge, the third largest bridge in California behind the Golden Gate and Oakland Bay Bridge. San Pedro is approximately 20 minutes from Los Angeles International Airport, and Orange County is roughly 30 minutes away. Downtown Los Angeles is a short 20-minute drive up the 110 Harbor Freeway.

To express your desire for waterfront living visit the Vue website at www.Vue-Living.com to view floorplans, sign up on the priority list, and pre-qualify. Remember, in order to attend the exclusive Sales Launch Events you must be a member of Vue's priority list. Please contact the Vue sales team at info@Vue-Living.com or at 310-833-9900.