



Waterfront Living in Old Town San Pedro

FOR IMMEDIATE RELEASE

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CALIFORNIA LIVING IS GOING VERTICAL

San Pedro, Calif. (March 18th, 2006) - Californians are beginning to desire the convenience and new urbanism of high-rise living accompanied by the laid-back coastal lifestyle. California living is going vertical.

Vue, San Pedro's first high-rise waterfront residence, offers a slice of city life on the coast of Southern California. Vue is the opportunity to get into the lifestyle with the view you have always dreamed of.

Vue is targeted to fill a niche for refined urban living, and appeal to those who wish to indulge in the benefits of vertical living. First-time homebuyers, individuals, couples, and move-up buyers are converting to high-rise living. Homebuyers are realizing the advantages of high-rise living including: less maintenance, security, on-site amenities, incredible views, convenience, and more.

"Vue is an opportunity for homebuyers to get into this rare, waterfront urban lifestyle in Los Angeles' South Bay," said Rhonda Slavik, marketing manager, Vue. "In many cases, high-rise living is like living in a hotel with all the features, amenities, and ease of staying in a resort. Thus far, we are seeing a lot of potential buyers who are seeking what we call, the lock-and-leave advantage. When you want to leave, you don't have to deal with the traditional closing of the house to-do list. You just lock the door and you're free to go out of town or out on the town. Freedom and choice—It is all yours with Vue."

Vue is designed to appeal to the urban enthusiast looking for the excitement of living in a burgeoning district bursting with restaurants, art galleries, farmers markets, antique shops, public parks, and more. Vue is also designed to appeal to those who wish to indulge in California's interactive waterfront lifestyle. Vue's location is ideal for refreshing walks along the new Bridge to Breakwater Promenade, boating expeditions, or evenings spent watching the harbor.

Resident amenities include an outdoor pool with private cabanas, state-of-the-art fitness center, yoga/pilates studio, a spacious lobby, and more.

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This is your opportunity to become a part of the adventure of San Pedro waterfront living in an urban environment. Vue will feature 318 residences and offer unrivaled views of the harbor, the Long Beach skyline, and the Palos Verdes Peninsula. Vue's phase 1 sales release will take place the last weekend in April, 2006 and is 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-\$300,000 for a one bedroom, the low \$500's for a two bedroom, and low \$700's for a three bedroom, and reach 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.

Please contact the Vue sales team at info@Vue-Living.com or at 310-833-9900. Visit our expanded website to view floorplans at www.Vue-Living.com and sign up on the interest list to receive more information about upcoming Vue sales events.

Vue's residential units are designed to include private terraces and balconies. Multiple finish packages include elegantly styled woods, porcelain tile flooring, wood cabinetry, quartz counter tops, imported tile and high-end, stainless steel appliances.

J. Kobi Moses, AIA, Principal of GMP Architects of Santa Monica, designed this signature high-rise residential community. 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.

Part of Los Angeles' South Bay, San Pedro is conveniently located next to the Vincent Thomas Bridge that provides easy access to Long Beach. Downtown Los Angeles is only a 20-minute drive up the 110 Harbor Freeway, and Orange County is roughly 30-minutes away.

Please visit www.Vue-Living.com for more information.