

As Seen in *The Los Angeles Times*

Rising Above the Rest

August 8, 2007

The search for the ultimate views ends at 1100 Wilshire, where high-rise luxury living has been redefined. Named the “Best New View” in downtown by the *Los Angeles Downtown News*, 1100 Wilshire earns this title by reaching 37 stories into the sky. Rising above the rest, the first level of residences at 1100 Wilshire begins on the 17th floor, ensuring that each of the 228 luxury condominiums has breathtaking views of Los Angeles. The tallest residential tower in downtown, 1100 Wilshire offers dramatic, picturesque visions, expanding from Catalina to Echo Lake.

In addition to 1100 Wilshire’s residences, sweeping panoramic vistas of the Los Angeles skyline can fully be appreciated on Deck 17. A true urban oasis, Deck 17 is complete with a resort-style pool, elevated spa, fire pit, stainless steel BBQ areas and built-in wet bars. This exquisite wet bar is also furnished with private cabanas, daybeds and designer lounges. Experience the posh amenities of Deck 17 while enjoying a poolside perspective unlike any other in Los Angeles.

“Located steps from LA Live and the burgeoning metropolis of downtown, 1100 Wilshire gives residents an unparalleled residential opportunity. It is the perfect blend of high-rise sophistication and breathtaking LA elegance,” said Johanna Gunther, director of marketing for 1100 Wilshire with the Ryness Company, the exclusive sales agency. “From the moment you enter the chic, contemporary lobby, it sets the tone for a luxurious living experience. Glass elevators and sleek interior architecture help enrich the upscale residences.”

1100 Wilshire is a living environment styled for the 21st century. One and two bedroom residential floor plans range from 745 to 2,000 square feet, with penthouse residences up to 3,400 square feet. Each unit has designer appointed finishes and color palettes. Finishes and appliances include granite countertops, European cabinetry, stainless steel appliances, gas cook-top, refrigerator, washer/dryer and central AC/heating.

The building’s unique architecture, a blue green, triangular 21-story glass tower that sits on top of a 16-story Indian Ruby Red, polished granite rectangular block, solves the dreaded parking issues of downtown. Designed to dedicate the first 16-floors solely to parking, it awards 1100 Wilshire the most convenient and spacious residential parking in downtown. With over 700 resident spots and abundant guest parking, your parking woes are finally over.

Residences at 1100 Wilshire are not only accompanied by the most plentiful on-site parking in downtown, but also the finest amenities for comfortable living. Property amenities include a state-of-the-art fitness center, private, deluxe screening room,

business center, ground floor retail space, and 24-hour security. Residents also have the benefits of hosting private parties on the exclusive Deck 17.

Don't let this opportunity pass you by. 1100 Wilshire has stunning residences waiting for you to call home – right now. Imagine waking up in downtown Los Angeles and being able to see the ocean through your bedroom window. Imagine spending the afternoon 17-stories above the bustling city, cooling-off in your very own lap pool. Imagine never having to worry about finding a parking space when you come home from work. Imagine living the life you've always wanted to live.

The Los Angeles skyline hasn't changed, but your view just got a whole lot better. Visit the 1100 Wilshire website at www.LivingAboveLA.com and sign-up on the Interest List to stay informed of upcoming events and property updates. The 1100 Wilshire sales team can be reached at (213) 482-9000 or info@1100WilshireLA.com.