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**1100 WILSHIRE STANDS TALL AS A BUILDING WHOSE TIME
FOR SUCCESS HAS ARRIVED**

*Once designed as a beacon for Asian Business, 1100 Wilshire Today Attracts Buyers
Who Value Living Above Los Angeles*

LOS ANGELES, Ca (August 10, 2007) While the real estate mantra “location, location, location” may be at the core of every successful real estate endeavor, the developers of 1100 Wilshire, the 37 story high-rise residence, have added “timing, timing, timing” to this formula.

Constructed as a futuristic office tower for Asian business in 1986, the original developers of 1100 Wilshire always seemed to be just off the mark when it came to this unique building. The design seemed out of place within the downtown skyline, and its location was like a dart that landed well off the bulls-eye of the Los Angeles office environment. However, today 1100 Wilshire’s appeal, architecture, and location have synthesized into one of the most sought after high-rise luxury condominiums in downtown Los Angeles.

“1100 Wilshire is clearly one of the most distinctive residential developments in Los Angeles today. The architecture, the location and the amenities have helped make this building one of the most popular for-sale developments in downtown. Where else can you live and have unobstructed 360-degree views of everything from Catalina Island to the Hollywood Hills, and at the same time be able to witness one of the nation’s most exciting urban renaissance scenes out of your living room window,” said Johanna Gunther, senior vice president of The Ryness Group’s Urban Division. “The appeal and excitement surrounding this building is unprecedented. We are currently approximately –

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1100 Wilshire's Time Has Come

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70 percent sold, and are offering units that range from the low \$500,000 's to our exclusive penthouse units that start at \$1.3 million.”

Indeed, today 1100 Wilshire is a diamond within the for-sale market of downtown Los Angeles, meticulously polished and precisely cut to highlight its sparkle and value. The 21-story rectangular glass tower envelopes 228 luxury units, fitted with rich amenities that accentuate life in Los Angeles' tallest residential tower. For example, within each unit there are designer finishes and color palates that help frame modern granite countertops, wood flooring, European cabinetry, stainless steel appliances, gas cook top, refrigerator, washer/dryer and floor-to-ceiling windows. In addition, 1100 Wilshire's common areas include a state-of-the-art fitness center, private screening and media room, and a large, elegant reception area and lobby that is attended by a 24-hour Front Desk Attendant.

However, the true crown jewel of 1100 Wilshire is Deck17, a skydeck on the 17th floor that features a large pool, raised spa, private entertainment area, fire pit, barbeque, cabanas and spectacular view terraces. All of this sits atop a 16-story rectangular granite and concrete parking structure that provides four parking spaces for every unit.

Architecturally, 1100 Wilshire's triangular glass tower and rectangular granite block design is compared to world renowned Chinese architect I.M. Pei's Paris masterpiece, *Pyramided u Louvre*.

“This type of prism design is highly sought after and appreciated in cities like Paris, Tokyo and Hong Kong. Now people in Los Angeles can enjoy living in one of the most architecturally unique buildings on the West Coast,” said Gunther. “From a livability

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stand-point, the design also allows residents to have floor-to-ceiling glass in every unit and 16 levels of interior parking. So both aesthetically and functionally, this world-class design is appreciated more today than at any other time in the building's life."

Kevin Ratner, senior vice president of development for Forest City Residential West, one of the investors in 1100 Wilshire, agreed.

"Unfortunately, the original developer misunderstood the Los Angeles downtown office market, but he was ahead of his time when it came to creating a great building for residential development."

Today, 1100 Wilshire is in the center of a thriving new neighborhood, developers are calling "Wilshire Heights." Located just west of the Harbor Freeway, 1100 Wilshire sits on top of distinct hill along Wilshire Boulevard that elevates the building an additional 749 feet above sea level.

"1100 Wilshire anchors this burgeoning neighborhood just west of the Freeway. Residents have access to fine dining, shopping and world-class entertainment venues," said Gunther. "Everything you need is right there within walking distance. "

So whether it's popularity, architecture or location, 1100 Wilshire, the one-time empty office building of the early 1990's, has been rediscovered as a building whose time has arrived.

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