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## **ESCALA Captures 22 National and Regional Real Estate Awards for its Innovative Urban Community**

### ***Prestigious Showing Best Among Seattle Developments***

SEATTLE – Nov. 28, 2007 – ESCALA, an elegant 31-story mixed-use condominium development now under construction in Seattle’s Midtown district, has won 22 prestigious real estate awards at The Nationals. The annual awards, which honor the best communities in the country, are presented by The National Sales & Marketing Council, a division of the National Association of Home Builders (NAHB).

ESCALA was recognized for its outstanding community design with national awards including Attached Community of the Year and Best Attached Home Plan. The Best Attached Home Plan was specifically for exterior and interior architecture, appeal, function and the creative use of space, while the Attached Community of the Year is awarded for the combination of exceptional architecture and the execution of the marketing materials and plan. The project was also awarded for the exceptional work of the community sales team for ESCALA.

In total, ESCALA was awarded eight Silver National Awards, 12 Regional Awards, two Individual & Council Awards, and has been nominated to win Gold Awards at the 27<sup>th</sup> Annual Nationals Sales & Marketing Awards, which will be presented at a black-tie gala in February in Orlando, Fla.

The Nationals represent the highest honors in new-homes sales and marketing. This year’s winners were selected from among nearly 1,400 entries.

“Since this project’s inception, every aspect of ESCALA has been designed to be the best,” says John Midby, principal of Seattle-based LEXAS Companies, the developer of the \$350-million ESCALA. “These awards are further validation that ESCALA is one of the finest mixed-use projects in the nation – and the perfect urban oasis for homeowners in Seattle.”

ESCALA ([www.EscalaSeattle.com](http://www.EscalaSeattle.com)) won Silvers for Attached Community of the Year, Best Attached Home Plan, Best Signage, Best Website for a Community, Best Black-and-White Advertisement, Best Color Ad for a Single Project, Best Brochure for a Single Project, Best Graphic Continuity, and Best Overall Ad Campaign.

No other Northwest building project won as many Nationals Silver Awards.

ESCALA won Regional Awards for Best Graphic Continuity, Best Brochure for a Community Priced Over \$1 Million, Best Direct Mail, Best Black-and-White

Advertisement, Best Color Advertisement, Best Radio Commercial, Best Television Commercial, Best Special Promotion, Best Signage, Best Interior Merchandising of a Model Priced Over \$2 Million, Best Attached Home Plan, and Best Overall Ad Campaign.

ESCALA won Individual and Council Awards for the Sales Team of the Year, including Jan Cadice, Sonya Wetzstein, Marni Granston, Jennifer Virnoche, Stephen Dartnell, and Marketing Director of the Year for Stacy Jones, vice president of condo marketing firm Realogics Inc. and marketing director of ESCALA,.

ESCALA is being developed by Seattle-based LEXAS Companies. Thoryk Architecture Inc. of San Diego is the design architect, and MulvannyG2 Architecture of Bellevue is the architect of record. Rhode Island-based DiLeonardo International is the interior designer. Weisman Design Group Inc. of Seattle is the landscape architect. Realogics Inc. of Seattle is the marketing team, and Windermere OnSITE is the exclusive listing agent.

“ESCALA’s awards at Nationals are a testament to our thoughtful and thorough planning and design process,” says Stacy Jones, vice president of Realogics. “We’re honored to be recognized nationally for our exceptional urban community. We want ESCALA to be *the* most desirable place to live in downtown Seattle, and these awards reinforce our drive to do what’s right for our buyers.”

The tower, which is scheduled to open in 2009, has 275 grand condominium homes up to 16,000 square feet, semi-private elevator vestibules serving most homes, and a 25,000-square-foot private city club, Club Cielo, which will offer a sanctuary for homeowners, their guests and other members of the club. Seattle-based Columbia Hospitality, Inc., will manage Club Cielo, which is the first new private club to open in Seattle in decades. A select number of memberships will be available to non-homeowners.

Residences at ESCALA range in size from 909-square-foot, one-bedroom City Homes to three-bedroom Sky Villas at more than 3,000 square feet. Prices range from \$500,000 to more than \$4 million. Pricing for penthouses, which may range up to 16,000 square feet, is available upon request.

ESCALA’s 12,000 square foot presentation center is located in the Centennial Building on the corner of Fourth and Stewart and is open to the public from 11:00 a.m. to 6:00 p.m. daily. The presentation center features a 2,600 square foot model residence which has been fully furnished by Masins, and showcases art provided by ESCALA’s arts partner PONCHO.

ESCALA will anchor Seattle’s newest neighborhood, Midtown. More information about ESCALA is at [www.EscalaSeattle.com](http://www.EscalaSeattle.com). Call 206-443-1918 for an appointment or more information.

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**EDITOR’S NOTE:** High-resolution renderings of ESCALA are available upon request.

### **About LEXAS Companies**

Seattle-based LEXAS Companies, developer of ESCALA, focuses on creating exceptional residential/mixed-use projects nationally, including high-rise and multifamily projects. LEXAS is led by Joseph Strobele, a former senior executive of Legacy Partners. While at Legacy, Strobele developed some of the highest profile projects in Seattle, including The Olympus, a luxurious apartment community one block from the city's waterfront.

LEXAS Companies is an affiliate of The Midby Companies, a Las Vegas-based multifaceted real estate development group. Midby Companies is led by John H. Midby, a principal of LEXAS Companies, who is highly regarded in the industry. The Midby Companies have extensive experience in residential and award-winning commercial projects as well as large master-planned community development and hospitality projects. During the late '70s and early '80s, The Midby Companies owned one of the largest residential homebuilders in the country. LEXAS Companies focuses on developing sustainable projects that support both growth and investment in the region, and is currently working to develop several real estate projects in the Seattle area.

### **About Realogics, Inc.**

Realogics, Inc., is an award-winning marketing firm with a focus on residential and mixed-use real estate. Located in Seattle, Realogics is the single point of contact for its clients, providing a unique four-step approach including market research, product development, marketing and sales management solutions. With an emphasis on urban living, Realogics' first-class clients include many upscale residential and mixed-use projects in downtown Seattle. Realogics has won more than 100 regional and national awards. In 2006, the National Association of Home Builders (NAHB) named Realogics Vice President Stacy Jones as Regional Marketing Director of the Year. NAHB also named Realogics President & CEO Dean Jones as the National Marketing Director of the Year in 2003. For more information on Realogics, visit [www.realogics.com](http://www.realogics.com).