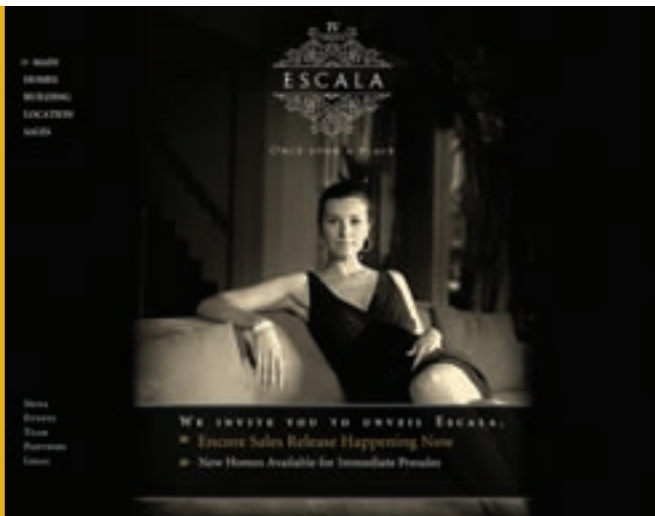


The Gold Standard

2008 NATIONALS GOLD WINNER –
Best Web Site for a Community or Masterplan



THE SPECS

TARGET MARKET: Move-down empty nesters, Move-up buyers age 35 to 65

PRICE OF UNITS:
Mid \$500s to Over \$11 Million

NUMBER OF UNITS IN PROJECT: 275

**DATE PROJECT OPENED
FOR SALES OR RENT:** May 19, 2007

MARKET ACCEPTANCE (YTD): 78 homes

AVERAGE WEEKLY TRAFFIC:
30 Registrations and 110 Web Sessions

PROJECT SIZE: 25,920 Square Feet

THE TEAM

BUILDER: LEXAS Companies

ARCHITECT: Thoryk Architecture/
Mulvanny G2 Architecture

INTERIOR DESIGNER:
DiLeonardo International, Inc.

MARKETING DIRECTOR:
Stacy Jones, REALOGICS

WEB SITE DESIGN/AD AGENCY:
Phinney/Bischoff Design House

SALES OFFICE:
Displaymaker Productions Inc.

LANDSCAPE DESIGNER: Weisman Group

SIGN COMPANY:
Island Dog Sign Company

PHOTOGRAPHER: Kathryn Barnard

Escala — www.EscalaSeattle.com
Seattle, Washington

THE STATEMENT

With more than 70,000 unique visitors, this informative marketing centerpiece conveys grandeur, sophistication and creates a sense of discovery. Interactive neighborhood tours, virtual reality tours, a floor plan search tool with featured views and streaming videos are just a few of the dynamic features. This online community hosts new prospects and home buyers alike providing current news, event photography and neighborhood happenings. The Web site is easy to navigate for the baby boomer target and leverages original photography, iconic typography and artisan flourishes in response to project branding. It helped convince buyers that this irreplaceable community would become truly “once upon a place.” **smi**