



For Immediate Release

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The View on Water Street in Downtown Wilmington
Selects ESI to Direct Sales & Marketing

WILMINGTON, NC (February 5, 2008) – The View on Water Street has selected ESI Sales as the exclusive sales and marketing firm for the \$70 million condominium project in downtown Wilmington, NC.

The View on Water Street will rise 11 stories on the site of the current site of the old Wachovia Building between Front and Water Streets. It features 71 luxury residences priced from \$550,000 to over \$1.5 million, with a private rooftop pool and garden, fitness center, billiard room, private underground parking and 24-hour concierge service.

ESI specializes in providing turn-key sales and marketing programs to developers of luxury resorts, private club communities and high-end residential real estate projects. The company served as the in-house marketing arm of Orlando-based Ginn Clubs & Resorts for the last seven years, generating over 10,000 sales and \$5.5 billion in sales revenues.

“The View is an entirely new concept for the Wilmington waterfront,” said ESI co-founder and principal Jim Matoska. “It’s a place where you can have the best of both worlds -- You can live downtown surrounded by great restaurants, nightlife and culture and still be within a short drive of the best beaches in the Carolinas.”

“ESI has built an unrivaled record of success over the last 15 years,” said Carolyn Grant, principal of The View on Water Street, LLC, the project’s developer. “They’ve been successful with every product category, in every region of the country, and under all types of market conditions.

“We interviewed a number of companies, but ESI stood out as the industry leader,” she said. “They’ve mastered the fundamentals of sales and marketing, but what really impressed us was the passion and commitment they bring to every job they do.”

Grant said she expects to begin demolition of the Wachovia building late this spring or early summer, and complete construction of The View by late 2009.

For information, please call The View sales office at 1-910-763-7904 or register on-line at www.theviewonwaterstreet.com. You can also visit the sales office at 130 N. Front St. in downtown Wilmington.