



**For Immediate Release
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**The View Comes to Life
With Nearly \$ 4 Million in Monthly Sales**

In a challenging real estate market, The View on Water Street is proving that with the right combination of location, design and marketing strategy, success can still be achieved.

The View enjoyed its best months to date in May and June, recording nearly \$4 million in sales, according to Brian Agee, director of sales for the multi million luxury condominium project overlooking the Cape Fear River in downtown Wilmington.

These figures bring total sales to over \$12 million, Agee said. The project is continuing to build sales momentum, with over 50 families scheduled to visit in the next six weeks, he added.

Sales at The View began heading upward with the hiring of ESI, an innovative sales and marketing company specializing in high-end residential/resort properties. ESI has offices in Wilmington and Orlando, Fl.

The View will rise 11 stories on the current site of the Wachovia Building between Front and Water Streets. Designed in a sleek, contemporary style by Raleigh-Cline Design architect and The View partner, Andrew Iatridis, The View will offer 68 luxury residences priced from under \$400,000 to over \$2 million for the penthouse condominiums.

The View also features the best collection of private amenities in the downtown Wilmington market, including a private rooftop pool and garden, fitness center, billiard room, a private beach shuttle, underground parking and 24-hour concierge service.

Sparking interest in the project was the start of demolition of the Wachovia Building in late April, said Carolyn Grant, partner of The View on Water Street, LLC, the project's developer. The demolition by D.H. Griffith is on schedule for completion by October, she said.

"Once the Wachovia building started coming down, it changed the whole perception of The View," Grant said. "It made a strong statement to the market that The View is for real and is definitely going to happen."

Grant said construction of The View is expected to begin as early as first quarter 2009, based on the current pace of sales.