

THE PALACE AT WESTON WINS PRESTIGIOUS 2005 BEST OF SENIORS HOUSING AWARD

WESTON, Fla.—The Palace at Weston, a new luxury active adult community being developed on Weston's last major residential site, was honored by the National Association of Home Builders (NAHB) during the 2005 Best of Seniors Housing Design and Marketing Awards ceremony held January 13 in conjunction with the International Builders' Show in Orlando, Fla.

The Palace at Weston's groundbreaking celebration earned a Gold Award for the Special Promotion category's Active Adult Division.

Presented by the NAHB Seniors Housing Council, which has promoted excellence in the seniors housing industry for the past 13 years, the award recognizes project teams for effective marketing strategies geared to the active adult market.

"We're extremely pleased to be honored by Seniors Housing Council," said Adam Rosenblum, vice president of marketing and sales for The Palace Management Group which is developing The Palace at Weston. "The award is a testament to the hard work and vision of all associated with the community."

With 80 percent of residences sold at groundbreaking, an appropriate event was sought to solidify buyer commitment, gain exposure in the local community, reinforce product value and establish a reputation for the developer.

The luxurious groundbreaking event, held on-site June 2004, was praised by a 14-member panel of marketing professionals, builders, designers and architects who stated, "The luxury positioning of this community was supported by the special promotion campaign and event. The invitation is beautiful and the direct mail piece (newsletter), along with the letter to lead bank highlighting the fanfare was effective."

About The Palace at Weston

The Palace at Weston is designed with classic Mediterranean architecture clusters of four-story residential condominium buildings around an interior lake and central courtyard with extensive garden landscaping and lounging areas. A 70-foot bridge connects "The Island House" with 55 condominium residences.

Condominium residences offer seven spacious one, two, and three-bedroom designs averaging 1,000 to 1,950 square feet, priced from \$220,000.

The Sales and Information Center for The Palace at Weston, located at 2214 Weston Road, is open Monday-Friday, 9 a.m. to 6 p.m. and weekends from 10 a.m. to 5 p.m. in the Waterway Shoppes of Weston, adjoining Max's Grille. For information, please call (954) 343-2222 or visit www.thepalaceatweston.com.

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