



June 29, 2004

GROUNDBREAKING FOR THE PALACE AT WESTON REFLECTS COMMUNITY'S LUXURIOUS LIFESTYLE AND AMBIANCE

WESTON, Fla.—The eagerly awaited groundbreaking for The Palace at Weston, the first resort-styled community combining concierge services with a luxurious clubhouse for an age-targeted population in South Florida, was marked by a celebration on June 24.

City of Weston Mayor Eric. M. Hersh and Commissioners Daniel J. Stermer and Murray Chermack, and Senator Gwen Margolis (D-Miami) joined Developers Helen and Jacob Shaham for the official gold shovel ceremony.

"It's very exciting for the City of Weston to see The Palace at Weston come to fruition," said Mayor Hersh. "This will be the last residential community to be built in our city and it's great to top it off with The Palace."

Mayor Hersh also presented the Shahams with a proclamation welcoming The Palace at Weston to the city as well as for fulfilling the needs of the community's active adults.

Representatives associated with the project also attended the groundbreaking: architectural firm Nichols, Brosch, Sandoval & Associates; general contractor The Tower Group, landscape architect EDSA; interior designer Howard Design Group; and Wachovia, which provided the construction financing.

From the arrival at the tent covered porte-cochere entry to the red carpet entrance, the 500 guests, VIPs and dignitaries were treated to an evening of elegance and luxury.

According to Helen Shaham, every detail of the groundbreaking reflected The Palace at Weston. The signature coral colored rose centerpieces, table décor, color scheme and chandeliers all foreshadow the exciting lifestyle the community will represent.

Roving magicians amazed guests by performing magic tricks and the Sounds of Euphoria, a live band, entertained the audience. Following an evening of dancing, guests enjoyed a karaoke session.

The menu for the groundbreaking celebration included cocktails and hors d'oeuvres while three

buffet stations featured beef tenderloin, shrimp, salads, pastas and desserts by the bite.

To capture the elegance of the evening and to serve as a memento, departing guests received The Palace at Weston gift bags and single red roses.

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 and a grouping of two-story lake-view villas to the main courtyard area.

A concierge station will offer identical conveniences to those of luxury resort-styled hotels and clubs. Gated security will operate 24 hours daily and private valet service is available for residents and guests.

Condominium residences offer seven spacious one- and two-bedroom designs averaging 1,500 to 1,850 square feet, priced from \$250,000.

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

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