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## RELATED SALES SELECTS PREMIERE PROPERTY PARTNER FOR THE CENTURY

The Country's Leading Luxury Real Estate Developer Selects Savvy Sales and Marketing Duo for Los Angeles' Most Luxurious Residences

CENTURY CITY, Calif. (April 1, 2007) - When Related, the country's leading developer of luxury urban residences developed plans for The Century, their first premiere property in Los Angeles, they sought the finest partners. Located in Century City, on the site of the former St. Regis Hotel, The Century is uniquely positioned to be Los Angeles' premiere residence and a complete evolution of estate living. Related chose Robert A.M. Stern, the celebrated architect and Dean of Architecture at Yale University and Pamela Burton, well known for her lush and intimate garden design. It came as no surprise when choosing marketing and sales consultants for The Century that Related chose Valerie Fitzgerald and Charlotte Bjorlin D'Elia, principals of Premiere Property Partner (PPP). This team is ideally equipped to deliver on Related's brand promise, value and reputation for intelligent luxury and has the experience to know how The Century should be positioned to the Southern California brokerage community and to Los Angeles' affluent buyer.

"We are thrilled to have Valerie Fitzgerald and Charlotte Bjorlin D'Elia's collective expertise as Related develops and markets The Century," said Susan de Franca, President of Related Sales Inc., the exclusive marketing and sales agent for the property. "The Century will be the very best, so we were naturally drawn to the very best consultants. To date, Premiere Property Partner has been invaluable in assisting us to develop a marketing and sales strategy for The Century. Through Valerie's esteemed reputation in the brokerage community, she has facilitated us in establishing relationships with realtors on the Westside. Adhering to Related Sales' philosophy, we welcome the support and participation of the brokerage community. The Related Sales team consisting of Laura Cordovano and Mary Ann Osborn who are co-directors of sales for The Century, along with PPP are proud to represent the most exclusive residential address on Los Angeles' Westside."

Capitalizing on their home court advantage, Premiere Property Partner brings a unique mindset and the ability to anticipate and respond to the specific demands culled from the collective decades in the Los Angeles luxury home market.

Valerie Fitzgerald has extensive knowledge and experience in the highest echelons of the Los Angeles area real estate market. Valerie has consistently been one of the country's top-selling real estate agents with numerous high-end sales in Los Angeles, many of them market-making transactions and record-setting sales, starting pricing trends and a new high-end selling market.

Charlotte Bjorlin D'Elia brings a distinctive multi-disciplinary approach to real estate and hospitality marketing as managing partner of RAD Marketing L.A., a firm specializing in integrated identity, branding and product development for high-end real estate, resort and lifestyle brands. Charlotte's talent includes identifying, initiating and nurturing relationships with key players across several disciplines. She has brought an integrated and strategic approach to her relationships with stakeholders from a wide range of development-related fields, including lenders, capital partners, developers, city officials, media and community groups.

Premiere Property Partner understands the unique mindset of the affluent Los Angeles market and its specific demands and will leverage their collective expertise in the most effective manner to advise Related Sales on The Century's sales and marketing.

The Century Design Gallery is located at The Century Park Towers, at 2049 Century Park East, Suite 4150, Los Angeles, CA 90067. Real estate brokers and interested parties may call 310.552.2055 to arrange an appointment.

### About Related

Heralded as one of the most prolific and visionary developers in the country, Related was formed over thirty-five years ago. Today Related is considered the most prominent privately owned real estate development firm in the United States, headquartered in New York City with divisions in development, acquisitions, property management, marketing and sales. In 2004, Related completed the development of New York City's newest landmark, Time Warner Center. Related has affiliated companies and developments in Miami, Los Angeles and Chicago and boasts a team of more than 2,000 professionals. To date, Related has real estate assets worth over \$15 billion with another \$9 billion currently in development. In Los Angeles, Related is expanding its portfolio with The Century, a super-luxury condominium in Century City and The Grand Avenue development, situated directly across from the beloved Frank Gehry-designed Walt Disney Hall, which will include luxury residences, retail, notable restaurants, and a world class hotel.