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Element: Now Leasing

Downtown Tampa's first and only luxury high-rise apartments

Tampa, Fla. – (November 17, 2008) – For the first time, an urban lifestyle in an elegant, downtown apartment high-rise building will be available to Tampa residents.

Element, downtown Tampa's high-rise luxury community, announced today that it will open a leasing center on Monday, November 17, with an open house and celebration to take place on Wednesday, November 19. The event, from 11 a.m. to 1 p.m., will include a live remote broadcast by classic rock's 102.5 The Bone radio.

Located in the heart of the arts district downtown, Element's residences feature premium appointments, including floor-to-ceiling windows, 10-foot ceilings, stainless steel appliances and upgraded finishes, such as granite in kitchens and baths. The building also features a resort-style pool with spectacular skyline views and lavish amenities typically only available in luxury condominiums...but with the maintenance-free lifestyle of apartment living.

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“Element will add to the vibrancy of this part of downtown, where so much is already happening right now, including new restaurants, many new residents living at SkyPoint, and the redevelopment of the park and museum,” said John Akin, senior vice president of Novare Group, a partner with Tampa’s intowngroup in the Element development. “We’ve seen strong demand for this type of product, which has never been offered in downtown Tampa before. We are excited to offer this incredible lifestyle to a whole new group of people: those who may not wish to commit to a purchase right now but who do want to sample the urban lifestyle with no strings attached.”

The size of the residences at Element ranges from 690 square feet to 3,445 square feet. Rental rates will start at \$1,100 per month.

The leasing center hours will be Monday through Saturday, 10 a.m. to 6 p.m. and Sunday, 1 p.m. to 5 p.m. at 507 North Franklin Street in downtown Tampa.

Residents will begin moving into Element in January 2009. Furnished models will open at the time the building is ready for occupancy. For more information, visit www.elementofyou.com.

About Element

Element is a 34-story, 395-unit building at 808 N. Franklin Street featuring one and two bedroom homes and 15,500 square feet of street-level retail space. Element is a joint venture of Novare Group Holdings, LLC and Tampa’s intowngroup. Novare-intowngroup also developed SkyPoint, a condominium community adjacent to Element that opened in 2006 and is nearly 85% sold.

About the developers

With a focus on creating great urban experiences, Novare Group Holdings, LLC is a leading developer of cutting-edge, mixed-use high-rise communities in U.S. urban markets. Since its founding in 1992, Novare Group has completed more than 6,000 condominium homes and currently has more than 1,300 condominium homes under construction. The company has also developed or acquired more than 1.4 million square feet of office space and 400,000 square feet of retail space and in 2006 launched TWELVE[®] Hotels & Residences, which pairs boutique hotels with attainably-priced condominium residences. Headquartered in Atlanta, Novare Group has development projects in Atlanta, Austin, Charlotte, Nashville and Tampa. For more information, visit www.novaregroup.com.

Intowngroup is a Tampa-based real estate development team focused on creating sustainable, walkable, urban infill projects in the southeastern United States. Intowngroup is currently involved in several other downtown Tampa urban infill projects. For more information, visit the intowngroup Web site at www.intowngroup.com.

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