



VIEWPOINT

Viewpoint Opens as a New Center for Midtown Atlanta

Novare Group Cuts the Ribbon on Atlanta's Most Sought-After Residential Tower

ATLANTA- (June 26, 2008) – Midtown Atlanta has a new premier address. Viewpoint, the landmark 36-story mixed-use tower, today opened its doors as the focal point of Atlanta's newest district for business, living and fun.

Located on Peachtree Street between 6th and 7th streets, Viewpoint is in the heart of Midtown, one of Atlanta's most vibrant neighborhoods. The tower is walking distance to landmarks like Piedmont Park, the Fox Theatre, the High Museum and the Woodruff Arts Center, as well as some of the South's finest dining and entertainment.

Viewpoint was co-developed by Novare Group, the renowned Atlanta-based developer of high-rise residential communities, and by developer Loudermilk/Rohrig. The tower includes 378 one- and two-bedroom luxury condominium homes. It sits on almost two acres on Peachtree Street, Atlanta's main thoroughfare. The Viewpoint project will include 30,000 square feet of signature street-level retail and restaurant space, enhancing Midtown's cosmopolitan shopping and dining experience. The project is located at the heart of the Midtown Mile, an initiative by civic leaders to bring more signature retail, street life and vibrancy to Peachtree Street.

Viewpoint, with its sleek design, next-generation technology and separate resort-style pool and garden decks, will offer its residents a first-class urban lifestyle – at an attainable price. Buyers have already responded, making Viewpoint one of the most sought-after and fastest-selling properties in Atlanta.

"Today's homeowner is looking for great quality at a great price," said Jim Borders, president of Novare Group. "Viewpoint right now is the best-selling condominium development in Atlanta, and this is a direct result of the quality and features of this building, its well established location, and the price at which it is being offered."

Designed by The Preston Partnership and constructed by RJ Griffin & Co., Viewpoint features a leading-edge, contemporary design and modern finishes, from its landmark exterior to its inviting public spaces to its individual homes.

Set against the Midtown skyline, the unparalleled Viewpoint amenity space will be one of Atlanta's most exclusive places to relax, entertain and kick back. Comprising over half an acre of outdoor space in two separate decks, the amenities include a resort-style pool, a unique and comfortable outdoor living room with its own fireplace and outdoor TV and a tranquil reading area with a signature water fountain. The smart poolside clubroom features a hotel-quality bar, lounge and entertainment area with gaming, a rich sound system and high-definition plasma TVs.

In keeping with its modern profile, Viewpoint is among the most technologically advanced residential towers in Atlanta. Residents will enjoy next-generation touches such as ultra-high speed Internet access and pre-wiring for surround sound, iPod® docking stations and Novare's latest high-tech residential feature, an online application called HALO® (Home Automation, Lifestyle Organization). The innovative HALO technology feature allows residents to order services from local restaurants and other businesses, program their home's climate control, monitor their energy usage, view visitors on an entry cam and access a host of other applications at home or remotely.

Viewpoint's residences will also include many of Novare Group's well-known stylistic touches, including floor-to-ceiling windows, large balconies, 10-foot ceilings, kitchens with granite countertops and stainless steel appliances.

Residents also will enjoy the convenience of 24/7 concierge service, controlled building access and reserved parking, as well as Viewpoint's community amenities such as a club-quality fitness center with state-of-the-art aerobic and weight equipment.

The Viewpoint Sales Center is located across the street from Viewpoint at 860 Peachtree Street. For additional information, please visit www.viewpointmidtown.com.

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ABOUT NOVARE GROUP

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.

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