

Las Vegas High-Rise Condominium Development Integrating Electronic Concierge Technology

...smart home technology provides communication between Turnberry Towers' residents and amenities

LAS VEGAS (May 17, 2005) - A new electronic amenities system that serves as a personal concierge is planned for all suites in the Turnberry Towers development in Las Vegas. With the touch of a button on a slender panel screen, residents will be able to select from a menu of options to make reservations at local restaurants, secure tickets to a show, request their car from valet and much more.

The AMX Amenities Solution will link Turnberry Towers' residents with outside services as well as the community's on-site amenities such as valet, limousine and room service, spa reservations, the front desk and more.

"The integrative technology enables us to take the luxury trademarks of the Turnberry lifestyle one step further," said John Riordan, vice president of sales for Turnberry Towers and Turnberry Place. "Turnberry Towers will be home to many second-home buyers and part-time residents who desire a low maintenance lifestyle. The ability to schedule their daily activities with the push of a button can make a busy schedule much more manageable."

Turnberry Towers is setting a new standard for high-rise condominium developments in Las Vegas by integrating the AMX Amenities Solution into residences at its dual 45-story towers on Paradise Road and Karen Avenue. AMX Corporation, a leader in advanced control system technology, is the developer of AMX Amenities Solution. AMX control systems are used in commercial and residential applications worldwide, including Las Vegas hotels Bellagio and MGM Grand.

"The Las Vegas lifestyle is about convenience and amenities, and an integrative technology that brings resort service into the household is the next evolution," said Scott Norder, AMX vice president of business development. "The AMX Amenities Solution answers developers' need to attract new clientele by distinguishing their properties, streamlining hospitality operations and managing services more efficiently."

The integrated lifestyle technology is being deployed in other metropolitan cities such as Miami, Chicago, New York and Washington D.C.

"As Las Vegas continues to become more cosmopolitan and offer new amenities and services for its visitors and residents, there will be a movement towards enhanced lifestyle services," said Jorge Gimenez, president of B&M National Automation, the nationwide representative for AMX Corporation. "Turnberry Associates paved the way for the high-rise lifestyle in Las Vegas with Turnberry Place and now they are bringing this state-of-the-art technology to their Turnberry Towers' residents."

The touch panels are attractive, easy to use and because they are wireless-enabled, can be placed in convenient areas throughout the residences at Turnberry Towers.

Turnberry Towers will have 636 residences when complete in the spring of 2007. Construction on the East Tower will begin in June with occupancy slated for spring 2007. Construction on the West Tower will begin at the end of 2005 or early 2006.

The East Tower is nearly sold out and the West Tower will begin sales in early June, one year earlier than planned. Prices range from \$500,000 to more than \$1.3 million.

Turnberry Associates has expanded its presence in Las Vegas with the development of The Residences at MGM Grand, a luxury condominium-hotel being built on the northeast corner of the MGM Grand resort's 116-acre property. In addition, Turnberry Associates and CENTRA Properties LLC have joined together to create Town Square Las Vegas, a super regional lifestyle center to be built on 100 acres at the south end of The Strip. Turnberry also owns the 21 acres of land on Las Vegas Boulevard west of Turnberry Place where the El Rancho hotel-casino once stood until it was imploded in October 2000.

Founded in 1967, Turnberry Associates is one of the country's leading full-service real estate development and property management firms. Under the leadership of Jeffrey Soffer, the company has to its credit the development of more than \$6 billion in commercial and residential property. This includes approximately 20 million square feet of retail space, more than 7,000 luxury apartments and condominium units, 1.5 million square feet of class-A office space and in excess of 3,000 hotel and resort rooms.

Contact:

Stacy Gold

702-732-9797, office

702-812-4456, wireless