



NEWS RELEASE

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Flaherty & Collins Unveils Development Plan for 210 Trade

*At the Heart of Uptown, Charlotte's Tallest Luxury High-Rise
Will Offer the City's Most Dramatic Views and Amenities*

Charlotte, N.C., Oct. 19, 2005 – Flaherty & Collins, one of the Midwest's largest and most experienced developers, announces the construction of a 53-story, high-rise condominium tower, which is currently in progress at the corner of Trade and College streets on the site of the old Charlotte Convention Center. Located atop the planned EpiCentre entertainment complex and across from the forthcoming Ritz-Carlton, the luxury residential development will be known as 210 Trade.

Sleek and modern in design, 210 Trade will feature 419 residences comprised of one- and two-bedroom condominiums, ranging from 700 to 2,500 square feet of space, including multi-level units. Penthouse homes ranging from 3,500 to 11,000 square feet will grace the top floors of the building, offering the Queen City's most dramatic views. (To access renderings of 210 Trade, go to <http://www.cpwadv.com/pr/210trade.hires.jpg> and <http://www.cpwadv.com/pr/210trade.rgb.jpg>.)

Each condominium will be designed using features that epitomize sophisticated city living. Hardwood floors, stainless steel appliances, granite countertops, 10-foot ceilings, floor-to-ceiling glass, oversized tubs and showers with stone or tile finishes, and gourmet island kitchens are among the many standard features offered.

“Not only will 210 Trade offer its residents a stylish living space and dramatic views, but the amenities available to them will rival those found anywhere in the country,” said Tony Birkla, lead developer for Flaherty & Collins. “The new Charlotte Arena and light-rail system are right at our front door, and we’re the only residential offering that links directly to both Overstreet Mall and uptown’s newest retail district at

the EpiCentre. Our residents can access an indoor resort complete with a fitness center, spa and more, without even leaving the building.”

The amenities offered within 210 Trade are unparalleled in Charlotte. Located on the club level, the formal resident lounge will be created with entertaining in mind by featuring a multimedia center, conference room, professional test kitchen, cigar and martini bar, and climate-controlled wine cellar.

A two-story sports and fitness club will feature state-of-the-art strength and cardio equipment, flat screen televisions, group classes, personal training and a wellness spa, offering a variety of services and massage treatments.

Outdoors, a 20,000-square-foot entertainment deck will encompass an infinity edge swimming pool, sun deck with private cabanas, fountains, grilling and dining areas, pet walk, yoga garden, fire pit and putting green.

Connecting the outdoor entertainment deck and indoor spa will be a unique Aqua Lounge offering hotel-type amenities such as fresh towel service, lotion and sunscreen products, as well as cold beverages, smoothies and fitness drinks.

Concierge service will be available 24-hours-a-day for assistance with dry cleaning, maid service, and dining and theater reservations. 210 Trade is designed with state-of-the-art communication technology throughout. Additionally, valet service and reserved covered parking will be available for residents.

Below 210 Trade will reside the EpiCentre. Developed by Charlotte-based Ghazi Company, the EpiCentre will be a 250,000-square-foot entertainment and retail center that will offer a movie theater, restaurants and retail shops. Tenants announced to date include Fox Sports Grill, Prime Steakhouse, Lucky Strike, PJ’s Coffee & Wine Bar and McFadden’s Pub.

Additionally, a breezeway will link the EpiCentre to Charlotte’s Overstreet Mall, connecting to a majority of the financial office towers in uptown.

Construction on 210 Trade has already begun. The sales center is scheduled to open this December in the neighboring Charlotte Plaza building at 210 South College on the first floor. Residences will range in price from the lower \$200s to \$4 million plus. Ongoing project updates, as well as a construction Web cam can be found at www.210trade.com.

About Flaherty & Collins

Flaherty & Collins was founded in 1993 by David Flaherty and Jerry Collins. Based in Indianapolis, the company is an Accredited Management Organization (AMO) specializing in multi-family development, construction, property and asset management.

One of the Midwest's largest developers of multifamily properties, with communities in six states representing over 12,000 units, the Flaherty & Collins team is seasoned, experienced and represents some of the best and brightest real estate professionals in the business. Each property reflects outstanding design, craftsmanship and attention to detail. Further information is available at www.flahertycollins.com.

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