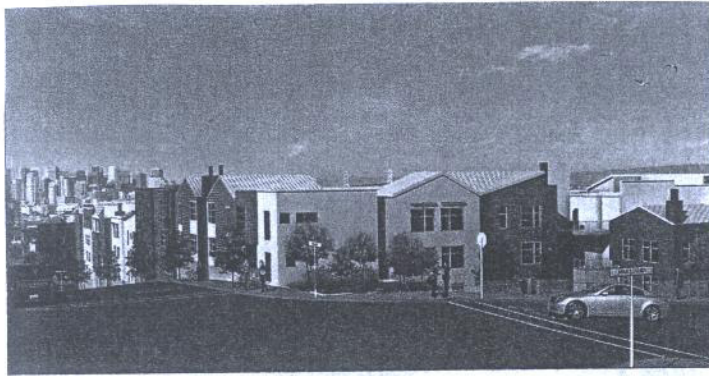


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THE POTRERO

An Opportunity to Own in Sunny, Stunning Potrero Hill

Who wouldn't want a piece of Potrero Hill? Now it's there for the taking by discerning home buyers as a spectacular new luxury condominium development rises to redefine the city's idea of urban living in San Francisco's sunniest neighborhood.

The Potrero is one of San Francisco's most highly-anticipated developments. Located on Potrero Hill, a dynamic, established neighborhood noted for its sunny weather, commuter-friendly location, artistic zeal, boutique shopping and gourmet cuisine, The Potrero is one of this area's first new mixed-use residential communities in many years. The property will offer progressive buyers the rich cultural diversity and social opportunities of metropolitan living, but in an intimate neighborhood setting.

Filling the need for new home construction on Potrero Hill, The Potrero offers residents an intimate retreat in the heart of one of San Francisco's most creative districts. With brewers, chefs, poets and painters as neighbors, residents of The Potrero will find ready sources of inspiration in a friendly, tight-knit, active community of residents.

The Potrero is located at 451

Anchored by San Francisco's largest Whole Foods Market, residents of The Potrero will enjoy underground parking, a roof deck, fitness center and Pilates studio.

Kansas Street and bordered by 17th, Rhode Island and Mariposa streets. The Potrero consists of 165 deluxe condominium residences offering spacious studios, one- and two-bedroom flats, and two- and three-bedroom townhomes. Floor plans will also include one-bedroom, one-bath-plus-office layouts and two-bedroom, two and one-half bath townhomes. The Potrero's features, location, views and amenities promise to surpass any product in the market. The top-of-the-line finishes are typically seen in lavish, more expensive downtown tower residences.

Anchored by San Francisco's largest Whole Foods Market, residents of The Potrero will enjoy underground parking, a roof deck, fitness center and Pilates studio. Select homes will offer private outdoor space or showcase sweeping city views, and many residences will feature dramatic views of one of two lushly landscaped courtyards.

Over the past decade, Potrero Hill has undergone an impressive transformation into a destination neighborhood due to its burgeoning food and wine scene, boutique shopping and legendary nightlife. The 18th Street corridor is the neighborhood's pulse and home to several high-profile restaurants and eclectic shops. Residents in this neighborhood enjoy some of San Francisco's best commuting options with proximity to two major freeways for connections to the entire

Bay Area, public transportation, AT&T Park, SOMA, the Financial District and other destination neighborhoods.

The Potrero offers qualified buyers a rare opportunity to purchase a sophisticated residence in a village-like atmosphere where new construction is limited and low-density living opportunities are rare.

Residences are priced from low \$400,000s and offer a host of designer amenities. The Potrero sales center is slated to open in early February 2007 at a location adjacent to the property. Visit www.ThePotrero.com to register as a preferred buyer and be among the first to get updates on this special opportunity.