



New design and grand opening announced at Emerald City

AFTER A WHIRLWIND PREVIEW OPENING in the Fall, Emerald City now has exciting news that is sure to heighten interest even more in this phenomenally successful community.

El-Ad Group is announcing the upcoming Grand Opening, and in response to purchaser feedback, the release of seven brand new floor plans to accommodate the demand for additional suite sizes.

The new designs are available in one-bedroom + den, two-bedroom, and for the first time, three-bedroom layouts. There is truly something for everyone at Emerald City – even families! Prices begin from the low \$200,000s with occupancy slated for 2011.

The overwhelming response to this transit-friendly, pedestrian-friendly and eco-friendly community is easy to understand, with one of the most outstanding locations in the City of Toronto. Offering the ultimate in convenience, residents will be able to walk via an underground pathway to the subway and fabulous Fairview Mall with its hundreds of stores, restaurants, professional services and a new Cineplex theatre. With direct subway access from the lower lobby, suite owners will be able to travel anywhere in Toronto within minutes without braving the elements. Each suite even comes with a free TTC Metropass for one year in addition to special Grand Opening incentives. For those who own vehicles, Highways 401,404 and

the Don Valley Parkway are close by.

This master-planned community is also a pedestrian's dream, with green space, tree-lined walkways and mews, landscaped parks and beautiful gardens surrounding the buildings. Emerald City will even include a new community centre being built by El-Ad to serve the entire area, and there is a large adjacent existing park for outdoor opportunities.

There will eventually be six towers with approximately 2,200 suites in total. The first tower will rise to 36 storeys and will contain 478 suites. Purchasers span the gamut from urban professionals to empty-nesters and families with children who appreciate the natural surroundings and the kid-friendly aspects of the

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building amenities including a Gymboree off the fully equipped adult gym. Buyers of all ages are also looking forward to 24-hour concierge service provided from a striking two-storey lobby.

In addition to the gym and Gymboree, the building will include the luxurious Emerald Spa, a yoga studio, an indoor pool and whirlpool area opening onto a landscaped terrace. The rooftop Emerald Club offers the perfect spot for residents to entertain in the party room with its wet bar, catering kitchen, fireplace, lounge, games and entertainment area, and state-of-the-art screening room. From the Club, they will also be able to access another terrace with a reflecting pool, sunbathing deck, private cabanas and barbecue area, all with fabulous

views. A hotel-style guest suite will also be available for residents with overnight company.

Choose from one-bedroom, one-bedroom + den, two-bedroom, two-bedroom + media room, and three-bedroom designs – all with contemporary layouts.

Each suite purchase includes one parking spot and impressive standard appointments such as ceilings heights that range up to nine and 10 feet; pre-engineered hardwood flooring; contemporary kitchens with granite countertops, glass tile backsplash and brand-name appliances; stacked full-size washer and dryer; and individual hydro metering. El-Ad will also exceed government standards in energy efficiency and conservation with many green features.

Another big plus is the fact that El-Ad Group is one of the largest and most trusted real estate organizations in the world. Choosing a developer with a proven track record is more important than ever in today's new home marketplace.

In Canada, El-Ad's portfolio includes residential developments, shopping malls, office complexes and residential rental units in Ontario and Quebec.

The Emerald City Presentation Centre is on Sheppard Avenue, across from Fairview Mall. Hours are Monday to Thursday from 11 a.m. to 6 p.m.; Saturday, Sunday and holidays from noon to 5 p.m.; Friday closed. For more information, call 416-492-0001 or visit www.emeraldcitycondos.ca.