

# The Howard Hughes Corporation

an affiliate of General Growth Properties, Inc.

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## PRESS RELEASE

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### C2 LOFTS OPENS MODELS IN SUMMERLIN

The master-planned community of Summerlin celebrates the opening of its first loft project, C2 Lofts by a Christopher Company. According to Kevin Orrock, top division president of The Howard Hughes Corporation, an affiliate of General Growth Properties and developer of Summerlin, the community is ready for its first and highly anticipated loft project that already has considerable interest from those seeking a loft home in the valley's premier master-planned community.

“Building urban-style housing in a traditionally suburban area is a development whose time has now come” said Orrock. “The community is ready for the architecture and lifestyle offerings associated with loft-style living. This trend-setting project is an ideal neighborhood for our emerging urban core of Summerlin Centre, poised to become the ‘downtown’ of Summerlin.”

“We’re seeing a growing demand for more urban-style housing offerings right here in Las Vegas,” said Orrock. “Loft style housing typically caters to homeowners who want to be in the center of everything – and C2 Lofts is well positioned to be in the heart of the action in Summerlin.”

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The neighborhood is located adjacent to several of Summerlin’s highly anticipated, future amenities including a nearly two million square-foot regional retail center with four major department stores; a non-gaming, luxury boutique hotel; a series of grand public plazas; a variety of entertainment options; 400,000 square feet of class A office buildings; and of course, more urban-style residential housing options. “Without a doubt, Summerlin Centre will be the most hip and vibrant spot in Summerlin,” said Orrock.

Priced from the mid-\$300,000s to more than \$1 million, C2 Lofts offers more than a dozen dynamic one-, two- and three-story designs that range from 900 to 3,300 square feet. The neighborhood, which is touted by the developer as a great place to live, work and play, is located on 36 acres near the 215 beltway at West Charleston Boulevard.

Amenities at C2 Lofts include a planned lifestyle center with a pool, spa, fitness center and concierge service. In addition, buildings will ultimately feature “roof gardens” where residents can socialize while enjoying the dramatic and up-close views of Red Rock Canyon National Conservation Area to the west and the glittering lights of the Las Vegas Strip to the east.

The neighborhood amenities at C2 Lofts will only compliment the existing community amenities in Summerlin, including hundreds of parks, walking trails, shops, restaurants, schools, houses of worship and the list continues. “There isn’t a better place for C2 Lofts than Summerlin,” said Douglas Crook, managing director for C2 Lofts.

Developed by The Howard Hughes Corporation, an affiliate of General Growth Properties, Inc., Summerlin began to take shape in 1990 and has consistently ranked in the country’s top 10 best-selling master-planned communities. Summerlin is a 22,500-acre master planned community located along the western rim of the Las Vegas valley.

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The community is currently home to more than 95,000 residents. With approximately 7,500 acres still to develop, including its urban core, Summerlin Centre, Summerlin is continuing to unfold as the country's premier master-planned community.

Summerlin is home to more than 100 neighborhood and village parks, more than 150 completed miles of the Summerlin Trail System, 9 golf courses, a dozen houses of worship, shopping centers, medical and cultural facilities, business parks, 22 public and private schools and more than 100 actively selling floorplans.

Homes are available in a variety of styles - from single-family homes to townhomes, condominiums and lofts - priced from the low \$200,000s to more than \$2 million. Custom homesites in The Ridges are priced from the \$500,000s. Luxury apartment homes offer monthly rents starting from the low \$1,000s.

For more information on Summerlin, visit [www.summerlin.com](http://www.summerlin.com) or call 888-898-5015.

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**PHOTO CUTLINE** – C2 Lofts in Summerlin features “flex” space, which homeowners can convert into an additional bedroom, office or workout room.