



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Model Suite of L'Excelsior Apartment Complex Now Open

Montreal, November 21, 2004 – The L'Excelsior Model Suite, expertly designed by Ronnie Rotor, is now open to potential tenants for viewing. Ms. Rotor has taken full advantage of L'Excelsior's impressive structural elements and has created a warm, inviting and luxurious living space.

L'Excelsior is the first new rental building in a generation in Cote St-Luc. “We are very pleased with the progress and with the positive response that L'Excelsior has received by people in the community,” said Mr. Aurèle Cardinal of the internationally renowned architectural firm Cardinal Hardy. “Given the rise in property values and looming rise in interest rates, baby-boomers and empty-nesters in particular, may be asking themselves if home ownership is still the right option. For these people, renting just might make more sense. L'Excelsior provides comfort, service and freedom, without the pressure and expense associated with ownership.”

In addition to its contemporary design and beautifully appointed common areas and apartment suites, this sophisticated Côte St-Luc property offers a wide range of benefits and advantages, including 24-hour a day security and doorman, complimentary reception facilities, an exercise room featuring state-of-the-art equipment, and a prime location on Cavendish Boulevard that allows for easy access to recreational, social, cultural, health and transportation services in the area.





The model suite will be open on November 14, 2004. For more information on L'Excelsior please call (514) 788-5775 or visit the Presentation Centre at 5775 Cavendish Boulevard, Monday to Thursday, from 10:30am – 5:30pm; Friday, from 10:30am – 3:00pm and Sunday, from 10:30am – 5:00pm. The project web site is located at www.lexcelsior.ca.

Cardinal Hardy, the architectural firm responsible for L'Excelsior, was involved in the construction of the new terminals at Pierre Elliot Trudeau Airport in Dorval, numerous residential projects, the revitalization of the Old Port/Old Montreal, and the redesigning of the downtown campus of Concordia University, contributing significantly to the cultural and economic development of the city. The firm has been honoured with many prestigious awards from the Governor General, the Quebec Order of Architects, as well as the American Public Works Association. For more information on Groupe Cardinal Hardy and for a complete list of their local and international projects, please visit www.cardinal-hardy.ca.

L'Excelsior is being constructed by Giffels Design-Build Group, which offers a total turnkey service, providing superior design and value demanded by their clients. Giffels is able to seamlessly integrate leading edge construction techniques with logistics and process design to optimize facility design. Giffels collaborates closely with landowners, investors and users to create attractive and financially viable projects. For more information, please visit www.giffels.com.

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