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FOR IMMEDIATE RELEASE

*Sales Center for Denver's Tallest Residential Building Opens
1401 Lawrence Sales Center Open for Tours and Private Events*

DENVER (Nov. 14, 2007) – Toronto-based Great Gulf Group has announced the official opening of the sales center for Denver's tallest residential building, 1401 Lawrence. The 6,000-square-foot center will be open by appointment and for private events.

The building is located on-site at the corner of 14th and Lawrence and offers a full-scale, 2,500-square-foot unit with an adjoining sales center. An architectural model and interactive computer screens allow potential buyers to view floor plans, ranging in size from 1,200 to 7,400 square feet, and to experience the 51-story building's remarkable views.

"Since we purchased the site in January 2006, we've been anxious to bring Great Gulf's unique design perspective to Denver," notes Gary Switzer, Executive Vice President of Great Gulf Homes. "The sales center gives both our potential buyers and the city a taste of what is to come."

In June 2007, Great Gulf announced a unique partnership with world-renowned glass artist Dale Chihuly. Chihuly will create artwork to be featured in the public spaces, including the lobby, lounges and private dining room. His works also will appear on the rooftop garden and in unlikely spaces such as building elevators and hallways.

The model is a suite replica down to the smallest detail, including three terrace gardens. Designed by international designer Anna Simone, it includes an entertainment area, fireplace and even a 10- by 22-foot outdoor patio. The kitchen is fully operational with Italian-made Dada cabinets, Sub-Zero refrigerators and display space. Simone also designed built-in furniture throughout the model, including the master bedroom suite.

In conjunction with the sales center opening, Great Gulf is accepting contracts on its units. The \$165 million project will include up to 145 completed units and a 25,000-square-foot amenity floor featuring a state-of-the-art fitness center, his and hers changing and steam rooms, a media room and two fully furnished guest suites. The roof of the sixth floor will feature an inspirational rooftop garden with sweeping views of the Rockies and an infinity pool designed by Janet Rosenberg & Associates Landscape Architects.



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Great Gulf will relocate the sales center when construction begins. Kentwood City Properties will market the property and is now accepting reservations. Interested parties can contact Kentwood at (303) 436-1401 or register at www.1401Lawrence.com.

About Great Gulf Group

Great Gulf Group is renowned for building landmark high-rise condominiums that enhance city skylines. Great Gulf Group has earned a distinction among builders as delivering high-quality products and thoughtful design and recently won two Toronto Urban Design Awards, one each in the mid-rise and tall buildings categories, for its two projects, 18 Yorkville and the Villas at Yorkville. 1401 Lawrence will uphold the same standard of excellence.

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