



FALL 2006 NEWSLETTER



MESSAGE FROM STEVE

What a difference a year makes. After all, it was just over a year ago that a small group of Allure officials joined city dignitaries to officially break ground on Allure Las Vegas. Today, Allure is one step closer to completion as we officially topped out the superstructure and placed the final portion of the concrete roof.

A symbolic milestone in the overall construction process, to me this topping out means so much more. It means we are that much closer to accomplishing what we set out to do in delivering a luxury residential high rise that offers both quality and value. In a market where so many developments have been announced with so few actually executed, it is great to be able to reassure our distinguished buyers that Allure Las Vegas is real and that you will be able to begin moving in to your new high-rise residences next fall.

Additionally, we're proud to have maintained an aggressive construction schedule which has enabled us to top out on time. Allure symbolizes the future growth and redevelopment on the North Strip.

The progress on the tower is truly amazing, and strikingly visible from miles away. If you haven't seen it in person lately, be sure to check it out at www.AllureLasVegas.com via our live construction webcam.

Thanks again for sharing the vision that is Allure Las Vegas.

Steve Fifield



ALLURE RESIDENTS ENJOY ALLURE NOW™.

It doesn't take long for a good idea to catch on. That's the case with Allure Now™, our unique Five Star Concierge service. More and more Allure buyers are reaping the benefits of this one-of-a-kind program and enjoying the best of what Las Vegas has to offer.

Using Allure Now™ is quick and easy. Just ask Allure buyer Robby Stanley who decided to put Allure Now™ to fast use the moment he signed up. Upon his initial registration with Allure Now™, Robby contracted concierge specialist, Julie Ulrich, to help plan his company's annual trip to Las Vegas. Robby had been going to the same restaurant the past three years and wanted to change things up, but wasn't sure where to go.

"I emailed an Allure Now specialist about the sort of cuisine and atmosphere I was looking for and a few additional parameters, and within 24 hours I had not only a list of options, but also menus and detailed descriptions of the expected dining experience from each of the restaurants," explains Robby. "My work was pretty much done. I was able to spend more time running my company instead of researching places to go."

Plus, no company trip to Vegas would be complete without a little nightlife entertainment. Julie also made sure he and his employees

received VIP service to one of the nation's premier nightclubs, PURE.

"We provided him with a personal VIP host who made sure they got right in and had a table with bottle service waiting for them," said Julie. "They took care of everything for them. All Mr. Stanley and his party had to do was show up and have a good time."

Allure Now™ is the perfect answer to planning events and outings both big and small. From holiday entertaining to a simple night on the town, Allure Now™ is your one-stop resource for all that is Las Vegas.

Melissa Chapman of San Diego was heading to Vegas for a weekend with a friend visiting from London and wanted to take her to some great new restaurants. She emailed Allure Now™ for suggestions on where to go for great dining and immediately received reservations.

"Her recommendations were spot on, my friend and I enjoyed both places very much. Because of its convenience and simplicity, I will definitely use Allure Now™ for my future Vegas needs."

If you haven't tried out Allure Now™ yet, what are you waiting for?

www.AllureLasVegas.com

702.699.8998

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