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THE SOUTH GROUP

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The South Group's Luma Rises and Shines in Downtown L.A.'s South Park

LOS ANGELES--(BUSINESS WIRE)--After nearly two years of construction, Luma is complete – a lustrous addition to the burgeoning new downtown South Park neighborhood. Towering 19 stories, Luma is only the second new residential development to be built from the ground up in downtown Los Angeles in the last 20 years.

Luma's stylish silhouette of 236 softloft condominiums rises adjacent to its sister buildings, Elleven (completed last year and occupied) and Evo (currently under construction with completion scheduled for spring 2008). The sleek trio of buildings makes up the modern new high-rise community known as "South," developed by The South Group.

As the largest developer of new residential properties in downtown L.A., The South Group's Luma shines as a testament to their steady and successful track record.

The South Group is a national leader in environmentally-responsible sustainable design and smart urban planning. In South they are creating a vibrant new downtown community – versus a series of buildings – with open areas, services and retail, as well as a new \$2 million streetscape paid for entirely by the developers.

The South streetscape, now in the works, will have narrowed roadways, 24-foot wide sidewalks with traffic-calming curb extensions, lush landscaping with storm water filtration systems and double rows of shade trees to create a livelier, safer and more enjoyable pedestrian-friendly setting.

"South is now more than half way complete and we're seeing a new 24/7 neighborhood taking shape," said Jim Atkins, principal of The South Group. "When the streetscape is finished in September, the changes will be even more apparent, dramatic and inviting. Angelenos will want to explore the area by foot."

With its architecturally innovative and eco-conscious design, Luma also takes "green" building to new heights in downtown L.A. In September 2007, the U.S. Green Building Council is expected to award Luma a LEED (Leadership in Energy and Environmental Design) certification for its incorporation of sustainable materials and energy-efficient construction techniques. Luma will be only the second residential building downtown to receive such a designation; Elleven was downtown's first.

The final dozen residences of Luma are now selling, along with the second phase of Evo's new luxury condominiums. Later this month, interested buyers may tour a new model unit in Luma. Prospective buyers can visit the South Sales Center at 707 S. Grand Ave., call (213) 622-5400 or log onto www.southcollection.com.

Luma renderings and before and after construction photos are available upon request.

About The South Group

The South Group is the leading developer of new condominium projects in downtown Los Angeles, with more than 1,700 housing units planned or underway. The properties continue The South Group's goal of using an organic approach to urban transformation, collaborating with public and private partners to create neighborhoods that blend quality housing, vibrant street life and new business opportunities.

Bringing together two Portland, Oregon-based developers, Williams & Dame and Gerding Edlen, The South Group is distinguished by its history of innovative smart growth, environmentally-friendly and high-density neighborhood developments.

For more information about The South Group, visit www.southcollection.com.

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