

Preeminent 'Redeveloper' Pritam Singh to Launch Singh Hotels & Resorts, Family of Luxury Properties with Condominium Ownership

Singh Hotels & Resorts' First Property, Tranquility Bay, Previews August 2005

Marathon, Florida Keys – Legendary 'redeveloper' Pritam Singh, who burst on the Florida real estate scene in the late 1980s with the Truman Annex, a \$200 million oceanfront project in Key West, announced that he is launching Singh Hotels & Resorts, a new family of signature properties with a condominium form of ownership. Known for his environmentally sensitive approach to land use (only building on land previously developed) and respect for historically accurate architecture, Singh's bold vision signals the coming of age for the hottest new trend in real estate development.

While a handful of condominium resorts have popped up in recent years, the scope of Singh's ambition is unprecedented. He will inaugurate the eponymous Singh Hotels & Resorts with **Tranquility Bay Beach House Resort** in Marathon, a \$62 million 12-acre private waterfront enclave with 87 beautifully appointed two- and three-bedroom beach homes, opening for previews in August 2005. Following closely will be **Indigo Reef Marina Homes**, an \$88 million private gated-resort community boasting 67 oceanfront three-bedroom homes with deeded boat slips, also in Marathon, and **Parrot Key Resort**, a \$100 million project consisting of 157 one-bedroom residences in historic Key West. Representing a new concept that redefines luxury accommodations in the Florida Keys, all will combine the comfort and conveniences of home with upscale resort amenities in spectacular settings.

Singh, a self-made, savvy entrepreneur who views himself as the custodian of the land, rather than its owner, understands the needs of vacation homeowners and travelers alike. "The Florida Keys represent one of the most naturally beautiful and distinctive ecosystems in the world," explains Singh. "People want to experience all this unique destination has to offer, from adventure tourism to memorable family vacations to fine dining and more. My promise is that when they invest or stay at a Singh property, they will be assured of a world class experience."

Benefits for homeowners include carefree ownership combined with rental income and the opportunity to build equity, Singh notes.

Singh's impressive track record for success speaks for itself. Tranquility Bay and Indigo Reef rapidly sold out, and the soon-to-be-announced Parrot Key Resort is expected to follow suit.

Distinctive architecture, luxurious interiors (including plasma and flat screen TVs, granite countertops, gourmet kitchens and custom furniture), fine dining and access to high-end resort amenities characterize the Singh Hotels & Resorts' experience.

At the lushly landscaped Tranquility Bay where original artwork and sculpture enchants the eye throughout, homeowners and resort guests will enjoy a lagoon swimming pool with beach-style entry, expansive private beach, state-of-the-art fitness center, stocked fishing cove, fine dining and room service from Butterfly Café and property-wide high speed (WI-FI) Internet service. An Adventure Concierge will be available to coordinate personalized fishing, diving and snorkeling excursions, with spa services and children's programs available on site. Careful siting has ensured that each home offers spectacular, panoramic views of the Gulf of Mexico. The resort officially will open on December 23, 2005.

Pritam Singh is president of The Singh Company, which he co-founded in 1978 with Ann Johnston. The company began as a small New England builder specializing in historic preservation and today is responsible for the development of over \$500 million of hotel, residential and commercial property. In addition to the Truman Annex, other notable projects by The Singh Company in Florida include the Key West Golf Club, Roosevelt Annex and the Village at Hawk's Cay.

Singh Hotels & Resorts is headquartered at 6805 Overseas Highway, Marathon, Florida. For more information about the company, or its family or properties including Tranquility Bay, Indigo Reef and Parrot Key Resort, call (305) 743-2810. Or visit online at www.singhco.com.

Contact: Monica Burgos
The Apple Organization
305-937-1581
monica@appleorg.com