

CHARLOTTE RESIDENTIAL DEVELOPER ROLLS OUT "AFFORDABLY COOL COLLECTION:"

Line of new developments to be sold from a new generation Airstream trailer

Charlotte, N.C. - Citiline Resortline Development and Construction (Citiline), a residentially focused real estate development company specializing in "lifestyle homes" for urban and second home/resort markets, is launching another project in Charlotte as part of its "Affordably Cool" collection of stylish properties designed at the lower end of the pricing spectrum in the close-in, urban market.

"Citiline is focusing on its 'Affordably Cool' collection for new project starts in 2007," said Tim Crawford, president of development for Citiline. "The 'Affordably Cool' collection showcases our company's ability to offer the trendy features and upgraded specifications that all buyers desire in a new home, at price points ranging from the low \$100s to \$190s."

The "Affordably Cool" collection includes properties that are found in special "micro-locations" within Charlotte with close proximity to the main urban core of the city. The locations are in the path of new growth, as well as home value appreciation. Citiline likes to think of these locations as on the "cutting edge" of Charlotte's close-in urban infill development, said Crawford.

2007 "Affordably Cool" projects will include a property on Central Avenue, one adjacent to a light-rail stop and another just a stone's throw from the tallest buildings in town.

To reinforce its "cutting edge" company mantra, Citiline was the first buyer in the Southeast to purchase a new generation Airstream trailer from an Atlanta distributor. This new Airstream, dubbed "the Base Camp," was conceived by the same team of designers that launched the extremely successful Exterra for Nissan several years ago. Catching more looks than an exotic sports car, the Base Camp is a pull-behind vehicle with curvy lines and an unexpected coolness not usually found in a camping trailer.

"Many developments use the typical "eyesore" immobile sales office to simply conduct business on site," said Crawford. The 'Affordably Cool' Airstream has all of the capabilities of an on-site trailer, but includes an iPod surround sound system with an integrated flat-screen television, all while giving us the unique ability to go to where the customer is, in a cool, fresh, new way. This new Airstream perfectly embodies our company's 'Affordably Cool' collection, says Crawford."

To help potential homeowners and realtors easily identify which properties fall under the "Affordably Cool" collection, Citiline will circulate the Airstream trailer among the three "Affordably Cool" Charlotte properties. Wrapped with striking, recognizable graphics and touting its "straight lines are boring" theme, the Airstream will be present for each 2007 new property's kick-off pre-sales event.

In addition to providing a pre-sales office for grand openings, the Airstream will be used as an educational tool to inform Charlotte realtors of the latest "Affordably Cool" collection news. The Airstream will make trips to realtor offices during breakfast and lunch hours, providing them with information about current and future Citiline projects – not to mention free food and beverages, too.

The Airstream will first appear at Citiline's Central Avenue "Affordably Cool" property set to begin pre-selling in May. Other current Citiline projects under the "Affordably Cool" collection label include 1st Row Warehouse and The Annex @ Warehouse 3, both in "cutting edge" Third Ward Warehouse District locations.

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