

May 16, 2009



Architecturally Stunning and Sustainably Superior, Evo is Downtown Los Angeles' Leading Residence

Photo caption: Limited-time pricing, tax credits and interest rates make LEED-Certified Evo the most in-demand residence in Los Angeles

LOS ANGELES, California – Already Downtown Los Angeles' most successfully selling residence, Evo continues to offer attractive new financing programs, making it easier than ever to live at South Park, California's largest and most appealing LEED-certified green community. In March and April alone, Evo sold 40 new-homes. The building continues to close escrow every week on more homes than any other downtown development.

Now nearly 40% sold out, Evo has made a select number of homes available from \$385,000. Qualified buyers may also take advantage of recent legislative changes that offer a \$10,000 state tax credit and an \$8,000 federal tax credit for first-time homebuyers. According to the California Building Industry Association (CBIA), however, since March 1, more than 5,600 applicants have filed for the state new-home buyer credit, meaning available funds may run out by mid-summer.

“Evo's limited-time special pricing, outstanding financing options and available government tax credits have created a perfect storm for Angelenos seeking an exciting downtown lifestyle,” said Rhonda Slavik, Sales and Marketing Director for The South Group. “But we're not sure how long these offers will remain available. Our inventory is moving quickly and available government funds appear to be drying up. Buyers are responding because they have finally found a downtown residence that offers everything, from luxury amenities to nearby entertainment options and very realistic pricing.”

Sales success at Evo is a tangible sign that consumer confidence does exist in the residential real estate market. Architecturally stunning and sustainably superior, Evo's sleek and stylish silhouette rises 24 stories over South Park at the corner of 12th and Grand. Condominiums are priced from \$385,000 to \$3.7 million, with floorplans ranging from 730 to over 3,500 square feet.

“I have been showing Evo to my clients since the building was announced several years ago, but interest has never been higher than right now,” said Sebastian Kim, a local broker who specializes in the downtown market. “Evo is in demand for several reasons, including its stellar location nearby L.A. Live, the resident-exclusive 24th-floor fitness center, the South Group's friendly and very capable sales staff, and the building's unbeatable prices. Many of my clients also gravitate to Evo's new-construction design, which makes it aesthetically superior and greatly increases its homes' resale values.”

Evo consists of 311 studios, one- and two-bedroom soft loft condominiums and two-story live+work townhomes. Each residence features high-end amenities and rich refined finishes such as natural hardwood floors and wood cabinetry, stainless steel appliances, designer countertops and fixtures, expansive operable windows, decks, Juliet balconies, walk-in closets, four levels of secured parking and a 24-hour lobby attendant. A large open-roof terrace plaza with an infinity-edge lap pool, plasma televisions and shared food preparation area sits atop the sixth floor. “Two-Forty,” an exclusive resident lounge, takes advantage of inspiring views on the 24th floor. Also on the 24th floor is Zen Fitness, the resident-exclusive, state-of-the-art fitness center managed by health celebrity Juliet Kaska.

The stability of Evo’s developer, The South Group, inspires additional confidence in the area surrounding Evo. The South Group is comprised of Portland-based Williams & Dame Development and Gerding Edlen Development, whose history of innovative and environmentally friendly neighborhoods have bolstered the City of Portland’s reputation for smart urban planning.

Interested homebuyers may call (213) 622-5400, visit www.EvoCondos.com or stop by the Evo Sales Gallery at 408 W. 11th Street (at Grand).

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