

# STREAMLINE FOCUS

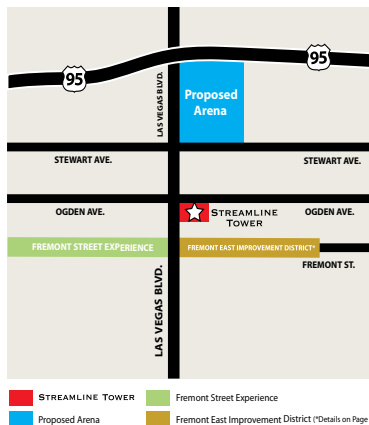


The latest news on Streamline Tower & the New Downtown

1st Quarter 2007, Las Vegas, Nevada

## A REAL PRO SPORTS VENUE IN YOUR OWN BACKYARD (LITERALLY)!

Proposed Arena Site One Block  
from Streamline Tower



On Jan. 10, 2007 Vegas sports fans erupted in cheer, and human “waves” rolled across the valley when Las Vegas Mayor Oscar Goodman revealed the site for a new, multi-use arena, during his annual State of the City address. Just one block north of Streamline Tower,

the new arena would become the home of a future pro sports team as well as a venue for concerts and other special events, replacing the aging Thomas & Mack Center. With limited on-site parking, spectators will be encouraged to park at nearby casinos, restaurants, and existing parking facilities, and walk the short distance to the arena as part of the City’s vision to make downtown a friendly, safe and fun pedestrian area.

## BASKETBALL, HOCKEY. . .EVEN BOCCIE BALL. . .WE’LL TAKE IT!

“I would stake my reputation on the likelihood that a major pro sports franchise would start negotiations by this spring to play in Las Vegas,” the mayor claimed before an audience of about 400 people atop the World Market Center’s newly-opened second building. “I wouldn’t say it unless I had good reason to make that kind of statement,” Goodman said assuredly.



Observers noted that, despite the NBA’s choice of Las Vegas for its 2007 All-Star Weekend, it’s more likely that the city will land an NHL team. Either acquisition would generate intense interest among local fans, and help confirm Las Vegas’ position as one of the nation’s most desirable cities in which to live, work and play. Imagine, Streamline Tower and season tickets, now that’s a winning combination!

## Ribbon Cuttings by Day, Champagne Toasts by Night

It’s hard to keep up in downtown these days! New developments at the City’s core include: construction of the Molasky Corporate Center, groundbreaking for Phase III of the World Market Center, groundbreaking for Fremont East, and enhancements at the El Cortez Hotel & Casino. Just around the corner, February



will mark the groundbreaking for the Lou Ruvo Brain Institute at Union Park. While recent Grand Openings include The Griffin, on Fremont Street, The Brass Lounge, above Hennessey’s Tavern, and The Downtown Cocktail Room—all within one block of Streamline Tower!

# DOWNTOWN MILESTONES 2006

## February 11

Celebrity architect Frank Gehry unveils design for Lou Ruvo Alzheimer's Institute.

## February 11

Famed Lady Luck casino closes its doors, begins \$66 million renovation.

## March 9

World Market Center (WMC) celebrates completion of Phase Two.

## March 15

Grand Opening: Hennessey's Tavern & Mickie Finnz Fish House and Bar.

## May 17

City Council approves revised master plan for Union Park site—future home of the Lou Ruvo Alzheimer's Institute and the Smith Center for the Performing Arts.

## June 21

Neonopolis complex under new management. Renovation or construction of new hotel-casino possible.

## July 28

Mayor Oscar Goodman, city officials and Streamline Tower celebrates time capsule ceremony.

## September 28

Another WMC milestone: groundbreaking for Phase Three.

## October 23

Developers announce plans for World Jewelry Mart in Union Park.

## November 13

Under new ownership, Golden Nugget completes first phase of \$100 million makeover.

## December 31

DirecTV airs live, four-hour broadcast of New Year's celebration at Fremont Street Experience.

# STREAMLINE TOWERS ABOVE VEGAS GRAND PRIX

*Fast Cars, Privileged Access...Because You Own Downtown*



Fasten your seat belts and hang on for the ride! From April 6 - April 8, Downtown Las Vegas will be humming with excitement as the inaugural Vegas Grand Prix gets underway. This is the first race of the year in the Champ Car World Series, and the first ever of its kind to be held in Downtown Las Vegas. This is no ordinary event mind you, rather it's a three-day "Festival of Speed" surrounded

by concerts, action sports, lifestyle expositions, charity galas, celebrities, and a Golden Boy Boxing event.

As a proud sponsor of this event, Streamline Tower will offer homeowners, and other friends of the project, VIP access to its corporate hospitality suite positioned front-and-center on the starting line! During future races, Streamline Tower homeowners will enjoy "sky box views" from their own residence or the rooftop pool area, as the cars whiz along the course just one block west of the high-rise.



"Our goals and vision align perfectly with the Vegas Grand Prix" stated Dusty Allen, of Streamline Tower. "Both organizations believe in the tremendous opportunity and redevelopment of downtown Las Vegas. We are proud to be a part of this spectacular event."

In preparation for the race, \$2.5 million worth of street upgrades are in the works, including substantial repaving to handle the powerful cars. "I've never worked with a city that is so accommodating and so willing to work with you," said Vegas Grand Prix President and Chief Executive Jim Freudenberg, adding that "ticket sales have exceeded all expectations."

For information, go to [www.vegasgrandprix.com](http://www.vegasgrandprix.com) or call 1-877-795 RACE (7223).

## VEGAS BY THE NUMBERS

#2 - Las Vegas' rank among the top five brands for 2007, after Google and before Yahoo, Target and iPod. (source: Landor Associates report)



# ENTERTAINMENT DISTRICT COMING TO LIGHT UP YOUR NIGHT

## Enjoy the View from Streamline Tower



A street-spanning neon gateway and several forty-foot, retro-style neon “streetscapes” are the signposts of one of the City’s hippest revitalization projects, the Entertainment District along Fremont East.

Officially underway as of its groundbreaking ceremony on January 22, this \$5.5 million project will provide the backdrop for an eclectic mix of bars and live music venues, including existing hot spots Beauty Bar, The Griffin, and the Downtown Cocktail Lounge. The City’s plan for the area (six blocks along Fremont, just east of the Fremont Street Experience) was inspired by trendy Beale Street in Memphis and San Diego’s Gaslamp Quarter, and is scheduled to be completed this summer. But with plenty to see now, don’t wait ‘till then to partake in the action!

### VEGAS BY THE NUMBERS

#3 – Where Las Vegas placed among the cities people would most like to live in or near, after New York City and San Diego. (source: Harris online poll)

## MEET YOUR PREFERRED LENDER, SOMA FINANCIAL

Soma Financial, a mortgage banking company, was founded in 1999. With over 700 loan officers, 2 operations centers and 70 support staff, Soma Financial is one of the largest independent mortgage lenders based in Nevada.

The lender’s product line consists of the standards, such as 30 and 15 Year Fixed Mortgages, as well as more progressive products like Option and Hybrid Adjustable Rate Mortgages.

While product is certainly important, attitude and expertise have enabled Soma Financial to continue its growth in a market stifling most lenders. Their secret—a knowledgeable staff dedicated to providing the finest mortgage lending experience possible via fast, friendly service, competitive rates, and great selection.



## Vegas Your Way... Because You’ve Earned It!

Experience the excitement of redevelopment as your favorite aspects of old Downtown Las Vegas become new again. This is no ordinary face lift; rather this is a major makeover to the tune of \$14 billion! Now is your opportunity to get in early on this record-breaking renewal plan. Call now to inquire about a limited number of residences available at Streamline Tower, a spectacular high-rise located at the epicenter of this unprecedented renaissance.

Now under construction, Streamline Tower will soar 21 stories above Las Vegas Boulevard—just steps away from glittering Fremont Street, lined with legendary casinos, fantastic restaurants, and a multitude of entertainment options. Streamline Tower offers one, two and three bedroom residences priced from the high \$400s to \$1.5 million. Act fast as over half of these desirable residences have already been sold.

If price and selection are important to you, call 888-350-4522 or visit our Sales Center at 425 Fremont Street #160, across from Neonopolis in Downtown Las Vegas.

[www.streamlinetower.com](http://www.streamlinetower.com)

This newsletter shall not constitute an offer in any state where registration of the project is required, unless developer has previously registered in such state. All advertising, promotional materials, site plans and pricing information associated with the project and the units, if any, are preliminary in nature and subject to change by developer without notice. WARNING: THE CALIFORNIA DEPARTMENT OF REAL ESTATE HAS NOT INSPECTED, EXAMINED OR QUALIFIED THIS OFFERING.



# STREAMLINE TOWER



# WELCOME

TO DOWNTOWN LIVING – STREAMLINE STYLE



# WELCOME

TO DOWNTOWN LIVING – STREAMLINE STYLE

1ST QUARTER 2007

Streamline Tower is going vertical. Residential floors are going up at a rate of almost one floor a week.