



News Release

Media Contact: Heather Campbell
303.321.7325 | hcampbell@redpeak.com

RedPeak Properties announces Grand Opening of Brand-new Built Green Apartments at The Seasons of Cherry Creek

High-end, “Built Green” Apartments Target a Growing Market Demand for Five-star Amenities and Services, as well as Sustainability

DENVER – April 7, 2010 – RedPeak Properties, one of the most respected apartment owners, acquirers and developers in Denver, announced that it has commenced leasing of its brand-new Built Green® apartments at The Seasons of Cherry Creek (The Seasons) – the first green apartments offered in Cherry Creek proper. The new property is targeting a growing demographic of people who are making the decision to rent rather than own and free themselves of the burden of a mortgage.

“The Seasons provides many of the same luxuries that the new condo developments in Denver offer, but with people in mind who would rather rent than own a luxury residence,” said Mike Zoellner, chief executive officer. “We’re filling an important niche by providing the option to lease rather than own a residence with access to 24 hour concierge, a media lounge and demonstration kitchen, a large fitness and massage therapy center, a private dog park, dry cleaning valet service and more. People who want the best an apartment building can offer will find it at The Seasons.”

The Seasons, located within walking distance of the Cherry Creek Mall and Cherry Creek North, includes 148 new high-rise apartments which are part of a \$55 million expansion of the iconic The Seasons of Cherry Creek apartment community. With the addition of the new apartments, the community now comprises 587 luxury apartments in three high rise towers. The property offers a variety of monthly rental rates for one-bedroom plus den, two-bedroom and three-bedroom floor plans.

In addition to first class amenities and services, The Seasons was the first for-rent multifamily project accepted into Built Green Colorado’s multifamily pilot program. As part of the pilot, RedPeak implemented “green” standards designed to increase energy efficiency by 15 percent.

“Our new Built Green apartments symbolize RedPeak’s environmentally responsible approach to real estate development and our commitment to creating distinctive living environments,” said Zoellner. “As the first apartment development to be accepted into Built Green Colorado’s Multi-family Pilot Program, this building symbolizes the great things that happen when people harness their collective inspiration, ingenuity and humanity to achieve a singular goal: to provide a healthy and sustainable living experience to the people who call us ‘home.’”

The Seasons’ green features and apartment amenities include:

- > 100% smoke-free living
- > Ample use of locally manufactured and recycled sustainable materials
- > The use of water-based, low-VOC paints and Shaw™ recyclable carpeting in all social spaces
- > Extensive use of natural light and photocell switches
- > Generous use of sustainable Travertine and porcelain tile
- > Chemical-free mineral filtration pool system

-more-

REDPEAK

PROPERTIES

RedPeak Opens Brand-new Built Green Apartments at The Seasons

Page 2

- > Full recycling with separate trash chutes on each floor
- > Energy Star™ appliances
- > Upgraded energy-efficient exterior windows and doors
- > Programmable thermostats
- > Dual flush toilets and low-flow fixtures
- > Large, livable floor plans
- > Floor-to-ceiling windows
- > Hardwood flooring
- > Upgraded insulated window treatments
- > Slab granite countertops in kitchens and baths
- > Custom cabinetry
- > Soaking tubs\Frameless shower doors
- > Massive walk-in closets
- > Reserved garage parking
- > Gas fireplaces
- > Individual washer & dryer
- > Private balcony with gas grill
- > Demonstration kitchen
- > Media lounge
- > Private wine cellars
- > Concierge services
- > Bike maintenance and storage facility
- > Denver B-cycle Bike Sharing Program location

The Seasons expansion includes extraordinarily large floor plans. One-bedroom plus den floor plans range from 945 square feet to 1,195 square feet; two-bedroom floor plans range from 1,282 square feet to 1,512 square feet; and three-bedroom floor plans range from 1,652 square feet to 1,811 square feet. Rental rates range from \$1,880 to \$3,850 per month. Residents will also enjoy full access to the existing amenities at The Seasons of Cherry Creek, including its 10,000-square-foot private health club, complimentary yoga and Pilates classes, massage therapy and personal training services and private dog park. In addition, the site was selected as a Denver B-cycle Bike Sharing Program location.

All apartments are available for immediate move-in. Currently, all new leases are eligible for \$2,400 in savings, representing a discount of \$200 per month.

“We are proud to offer an environmentally friendly luxury rental option in Cherry Creek, a neighborhood epitomized by extremely high housing costs and very few rental options,” said Mr. Zoellner. “Our brand-new Built Green apartments provide new opportunities for Denverites to lead the ultimate urban lifestyle in one of Denver’s most prestigious – and walkable – neighborhoods with the amenities and finishes typically found in for-purchase housing.”

The Seasons expansion was designed by Fentress Architects. Saunders Construction was selected as the general contractor for the project. The expansion of The Seasons of Cherry Creek represents RedPeak’s first ground-up development since the company was founded in 2001.

The Seasons’ leasing office is located at 3498 E. Ellsworth Avenue, just two blocks east of the Cherry Creek Mall in Denver. Leasing information, including floor plans, photos and real-time pricing and availability, can be found at <http://www.TheSeasonsRedefined.com> or by calling 303.394.4333.

-more-

RED PEAK

PROPERTIES

RedPeak Opens Brand-new Built Green Apartments at The Seasons

Page 3

RedPeak Properties is a full-service apartment owner, operator, developer and acquirer with an exclusive focus on Denver and Colorado's Front Range. The company continually upgrades the value of its portfolio through the thoughtful development, redevelopment and repositioning of its assets. RedPeak strives to provide distinctive, highly amenitized residences close to key employment centers, public transportation and entertainment districts. RedPeak's portfolio comprises 2,054 units located in Downtown Denver, Cherry Creek, Greenwood Village, Cheesman Park, Glendale, Littleton and Colorado Springs. Its current portfolio includes 1600 Glenarm Place, [The Seasons of Cherry Creek](#), Timber Creek Apartments, Heritage Creek Apartments, Cottonwood Creek Apartments, Arboretum at Cheesman Park, Hunters Cove Apartments, Quail Ridge Apartments and Briarglen Apartments.

Complete company information can be found at <http://www.RedPeak.com>.

###