

REGISTER NOW FOR EMPIRE'S FLY CONDOS GRAND OPENING

TORONTO, ONTARIO, APRIL 15, 2009 – Grand Opening soon with brand new suite designs, FLY Condos by Empire Communities - *The Name You Trust In The City You Love*, appeals to a spectrum of savvy urbanites from first-time buyers to empty nesters seeking outstanding downtown value. FLY will be located at 352 Front Street West, between Blue Jays Way and Spadina, across from the Rogers Centre and CN Tower. Priced from just \$159,900, suites will offer an unprecedented opportunity to live on Front Street. With FLY's dramatic exterior featuring off-set balconies and a welcoming porte-cochère, the building will bring a modern vibrancy to this historic area.

Last fall, Empire embarked on in-depth research to study consumer condominium preferences. Realizing then that this year's condo market would be driven predominantly by first-time buyers and investors seeking right-priced smaller suites, this proactive developer created 12 new designs ranging from studios to one-bedroom and one-bedroom-plus-den suites. Today's interest rates are at a historic low and FLY's right pricing will place downtown living within the financial reach of even more first-time buyers, urban professionals and empty-nesters.

According to Empire Executive Vice President Paul Golini Jr., "In keeping with the results of our customer research, we went back to the drawing board and designed smaller suites right for today's market. And, we're also pleased that we are able to offer three-bedroom plans that are affordable for young families – all while maintaining FLY's stunning features and finishes, and exceptional building amenities."

FLY's spectacular interiors and indulgent amenities are by Munge Leung Design Associates. Housing the 24-hour concierge service, the dramatic two-storey lobby features a second level lounge that opens onto a landscaped courtyard, sculptural seating, opaque green cut-glass columns, and white and gold origami-style metal birds soaring overhead. The rooftop lounge has a wet bar, chef's kitchen, and an outdoor terrace offering barbecue stations and private cabanas. There's a state-of-the art Theatre, Multi-Media Studio, and hotel-chic guest suite. Plus, the George Chaker-designed (founder of Diesel Fitness and Level V) fitness centre opens on to two Zen gardens and has the latest workout equipment, a Yoga and Pilates studio, spinning area, sauna, and juice bar.



Destined to become a new Toronto landmark, FLY will soar to 24-storeys. Golini says, “Collaboration with the celebrated Graziani & Corazza Architects has led to a building with a stunning exterior of glass and metal panels. FLY will connect to Clarence Square - one of the city’s oldest parks, via a landscaped promenade, encouraging pedestrian activity along Front Street.” Within walking distance is a wealth of amenities including some of Toronto’s most popular restaurants and nightlife, sports venues, plus the theatre and financial districts.

Suites feature a balcony or terrace (as per plan); custom-designed contemporary kitchens with stainless-steel appliance package (stove, hood-fan, fridge, dishwasher and microwave), polished granite countertops, and glass tile backsplash; master baths with custom-designed cultured marble integrated sink with vanity storage, soaker tub or framed glass shower (as per plan); plank laminate engineered flooring in the living room, dining room, kitchen and den (as per plan), rich ceramics and glazed porcelain tiles; plus striking views through expansive windows; stacked white washer and dryer; plus phone and data cable wired to allow for in-suite networking.

New choices will include studios, one-bedroom, one-bedroom-plus-den, plus an outstanding selection of two-bedroom, two-bedroom-plus-den, and three-bedroom layouts. Sizes will range from 401 to 1,112 sq. ft., priced

from \$159,900 to the mid-\$500's – with approximately 60% of the building priced under \$300,000. Occupancy is slated for Fall 2012.

Since the early 1990s, multi-award-winning Empire Communities has built a solid reputation for creating award-winning communities that are as unique as the people who choose to live in them. Empire is behind some of the most successful developments in the GTA – including the unprecedented Beyond The Sea and Star Tower at Beyond The Sea on Toronto's lakeshore, Schoolhouse in the prestigious Annex, The Modern on Richmond, C Condominiums in North York, and The Vineyards in Richmond Hill, The Continental and C Condos in North York, plus coming soon to Oakville is Rain Condominiums.



The FLY Condos Presentation Gallery is located in Empire's new Condo Living Store opening soon at 49 Spadina Avenue, just north of Front (entrance on the north side of building facing Clarence Park). Here, visitors can also explore Empire's Schoolhouse and Beyond The Sea and Star Tower at Beyond The Sea condominium choices. Hours are Monday to Friday from 12 to 7 p.m.; weekends and holidays from 11 a.m. to 6 p.m. To register online now for the May 9th Grand Opening, please visit www.flycondos.com, or call 416-979-1333.