

EMPIRE COMMUNITIES AND BELL INTRODUCE THE “SO YOU LOOK LIKE A MOVIE STAR?” CONTEST

TORONTO, ONTARIO - On July 18, 2008, Empire Communities in partnership with Bell kicked off the “So You Look Like A Movie Star?” contest to launch Empire Communities’ new Fly Condos priced from the mid-\$200s that will rise on Front Street, between Blue Jays Way and Spadina, in Toronto.

The Grand Prize is \$75,000 toward the purchase of a suite at Fly Condos – sure to become an iconic downtown landmark. Runner-up Prize is a Bell Better Home Entertainment Package, including one year free of Bell high speed Internet, high definition Digital TV, home phone and long distance services, plus a free Bell HD PVR receiver, 46-inch flat-screen TV, a home theatre system, laptop computer and a cordless phone (approximate retail value \$6,000).



Celebrity look-alikes joined Empire Communities and Bell at the recent contest kick-off held at Ultra Supper Club on Queen West.

Empire Executive Vice President, Paul Golini Jr. says, “Our target market is well-educated and extremely web-savvy. We wanted to speak directly to them through social networking forums that resonate with them to create excitement about the glamorous lifestyle at Fly Condos, which will be located close to the renowned theatres, clubs and restaurants of this great city.”

The competition is open to Ontario legal residents 19 and older, and no purchase is necessary to enter. To be eligible to win, contestants must participate in the “So You Look Like A Movie Star?” contest conducted online at www.soyoulooklikeamoviestar.com.



Empire's Executive Vice President Paul Golini Jr. and Director of Sales & Marketing High-Rise Christine Brennan pointed out the glamorous lifestyle available at Fly Condos.

To enter, contestants upload a photo of themselves and tag it with the name of the movie star they most resemble. Each entrant is provided with a link to post on their profile on social networking sites such as Facebook, which they can use to connect with friends and the public to generate votes. Visitors to the contest website can vote for contestants, and assign a rating based on the resemblance. Contest deadline is Wednesday, August 20th at 11:59:59 p.m. ET.

The top-rated 100 people will be invited to a Red Carpet Finalist Gala on August 28th. Celebrity Gala Judges Rick Campenelli (ET Canada), Zain Meghji (eTalk), Andria Case (CTV), Shinan Govani (National Post) and Larysa Harapin (Citytv) will select the two candidates who most closely resemble their movie star look-alike.

Empire is a fully integrated builder/developer of exceptional high-rise and low-rise communities across the GTA and southwest Ontario, and is known for its customer-centred, innovative approach to creating unique living environments that meet the needs of today's homebuyers. Visit www.empirecommunities.com.

To participate, and for complete Contest Rules and Regulations, visit www.soyoulooklikeamoviestar.com. To register for Fly, visit www.flycondos.com.