

AXIS

AXIS SAN JOSE

LIFE

NEWS ABOUT LUXURY DOWNTOWN LIVING FOR RESIDENTS, FRIENDS AND NEIGHBORS OF AXIS

AXIS USHERS IN URBAN LIVING TREND FOR SAN JOSE

Axis Presentation Center and three model homes showcase downtown San Jose's first luxury high-rise condominiums

Axis is downtown San Jose's first luxury high-rise condominium development, with phased occupancy beginning spring 2008. Promising to be downtown's most exclusive address, Axis offers luxurious homes with all the advantages of urban living at your doorstep. And after just two months of traffic at the Axis Presentation Center, the pent-up demand and curiosity is translating into sales, with the tower already 25 percent reserved.

"We are thrilled to introduce Axis to Silicon Valley and help usher in a growing trend toward downtown living in San Jose," said Ken Tersini, president of KT Properties, an active local developer for two decades, who, along with Spring Capital Group of Eugene, Ore., formed Almaden Tower Venture, LCC to develop the project. "Axis combines the best features of a sleek, modern high-rise structure with concierge services and amenities one expects in a luxury residence — all conveniently located at the historic, commercial and cultural heart of San Jose.

"Initial response has been phenomenal with our well-appointed model homes on the fourth floor of the building proving to be a convincing draw, leading to reservations literally throughout the tower," added Tersini.



A dramatic 228 ft. tall glass and granite high-rise designed by noted Portland, Oregon-based architects Ankrom Moisan, Axis includes 329 spacious homes featuring plush kitchens with high-end stainless steel appliances and granite countertops; hardwood floors; and, floor-to-ceiling windows providing breathtaking views all-around. An outdoor common area offers an urban oasis, featuring a pool, barbecue area and spa. Along with a fitness center, located on the second level overlooking the lobby, these amenities allow residents to enjoy the healthy California lifestyle.

According to Paul Zeger, president of Pacific Marketing Associates (www.pmateam.com), the Bay Area real estate marketing firm leading the development's sales and marketing efforts, Axis is "especially appealing for both empty nesters and young professionals seeking convenience and fun in an urban setting.

"Axis, along with other new high-rise residences rising throughout downtown, is helping to finally establish a true urban living experience and 24/7 rhythm to San Jose," added Zeger. "For people tired of the big house and big yard, there's a real movement to simplify your way of living and take advantage of unique attractions only found downtown."

UPDATE

Axis more than 25% reserved

Opening week was a stunning success as hundreds of people visited Axis's model homes. And after just

two months, more than 77 homes have been reserved. Another factor dictating the overwhelming attraction of Axis is the fact that homes selected are scattered throughout the tower — on each floor; facing each direction. Plenty of amazing home selections remain and can be referenced via touch screens at the Axis Presentation Center.

OPEN DAILY: Axis Presentation Center and model homes

The Axis Presentation Center includes touch screens to select your favorite floorplan and check its availability; running videos; a model kitchen and bath; a technology center, a neighborhood wall map and more. Best of all, three well-appointed model homes are available for viewing on the fourth floor of Axis, just a few steps away. Axis is currently the area's only luxury high-rise with model homes — studio, one-bedroom and two-bedroom — actually IN the development.

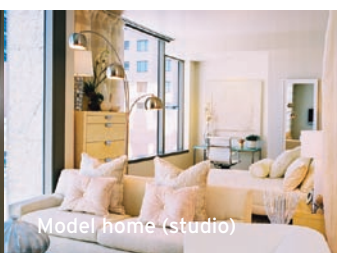
Neighbor to historic Hotel De Anza and at the apex of majestic Almaden Boulevard, Axis commands downtown San Jose's premier site. The location offers access to sunny streetside cafes and popular night spots at San Pedro Square, as well as more restaurants and shopping, both downtown and in adjacent areas. Just two blocks away, the Downtown San Jose Farmer's Market showcases everything from sunflowers to strawberries every Friday from May to September. Meanwhile, a few blocks west lies HP Pavilion, home of the San Jose Sharks; a Whole Foods under construction; and, Trader Joe's, Target and more beyond. A short jaunt south, are prime museum and theater attractions and San Jose State University. Plus, shopping at Santana Row is just 10 minutes by car.

Axis means access beyond downtown San Jose, too, with proximity to public transportation via multi-modal Diridon Station, with service to Santa Clara County VTA, and a proposed BART station; easy driving via major freeways in all directions; as well as air travel to all spots around the globe from the Mineta San Jose International Airport.

www.axissanjose.com



San Jose Mayor Chuck Reed and Developer Mark Tersini



Model home (studio)



Axis Presentation Center



Axis facts and figures

Height: 228 ft. (69.5 meters)

Floors: 22

Size: 647,000 sq. ft.
(508,000 sq. ft. above grade and 139,000 sq. ft. below grade)

Lot size: 54,123 sq. ft.
(1.242 acres)

Homes: 329, a mix of studios, one-, two- and three-bedroom homes, and penthouses

Parking: 464 spaces.
Deeded parking included for all units; one (studio or 1 BR), two (2 BR or more)



Key dates for Axis

June 2006	Groundbreaking
Sept. 2007	Topping off at 22 stories, 288 ft.
Nov. 10, 2007	Axis Presentation Center opens
Spring 2008	Initial phased occupancy begins
Summer 2008	Axis pool opens
August 2008	Penthouse occupancy

NOTED ARCHITECTS BUILD AXIS WITH VIEWS IN SIGHT

Ankrom Moisan, the architecture firm that designed Axis, has built a reputation for projects in other West Coast cities where high-rise downtown living has become the norm. Therefore, when it came to designing a luxury high-rise for San Jose, the architects knew they had to make a statement to help get the trend moving here.

"Axis has been designed to become a visual icon in downtown San Jose with the best of urban living in mind," said Kevin Sauser, principal AIA at Ankrom Moisan, and lead architect for Axis. "And, with a setting near Hotel De Anza, we knew we had the opportunity to marry the best of historic San Jose with a sleek, modern design incorporating dramatic angles and step-backs, giving the building greater visual interest."

Portland's Ankrom Moisan has designed acclaimed residences all along the West Coast — from Los Angeles to Portland to Seattle.



The exterior is clad in a unitized curtain wall system, "the first use for a residential tower in San Jose," according to Sauser. This system, as well as floor-to-ceiling glass and generous exterior balconies with glass guardrails, allow for spectacular views. The striking exterior

uses a variety of contemporary materials, including aluminum, glass, granite and metal panels.

"Inside, the fixtures are sumptuous and contemporary, befitting downtown San Jose's first luxury condos," he added.

Ankrom Moisan Associated Architects (AMAA) was formed in 1983 by Stewart Ankrom and Tom Moisan to provide integrated architectural and interior design services to private sector developers. AMAA's portfolio includes housing, hospitality, senior housing, retail, commercial office, places of worship, healthcare and public places. Today, Ankrom Moisan is the 41st largest architecture firm in the world. The firm has designed many of the projects in Portland's Pearl District, named by Project for Public Places as "one of the 60 best places in the world." AMAA's new housing projects in Los Angeles are helping revitalize a downtown that has seen no new housing in 20 years.

According to Sauser, Ankrom Moisan understands urban housing: the market, the neighborhoods, the housing typology and the technical needs of this building type. And they incorporate sustainable design strategies whenever possible.

"We design buildings that add vitality to the city while respecting the existing urban context," he added. "We believe Axis makes a great addition to the skyline and a friendly new neighbor to the streetscape." ☺

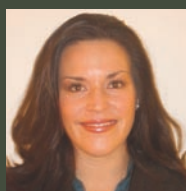


Meet the Axis Sales Team

Marketed by Pacific Marketing Associates



Crystal Bernal
community sales manager
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Erinne Keffer
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Downtown Living: THE TREND IN SAN JOSE

Axis is leading a trend that promises to invigorate downtown San Jose, both day and night, with thousands of new full-time residents — finally creating a cosmopolitan scene befitting the nation's tenth largest city. While Axis will be the first luxury condos to open downtown, there are many other developments dotting the cityscape currently under construction or proposed, including The 88 and 360 Residences. Recently completed City Heights is also just three blocks from Axis.



Traditionally, San Jose has been a suburban, low-density, auto-dependent city. While there has been a small renaissance of housing in and around

the downtown area, most new home development has been on the periphery. With sprawling growth has come traffic congestion, resulting in longer commute times throughout the South Bay. The recent trend has been developers, even the national builders who have typically only built detached homes in subdivisions, have shifted focus to more centrally-located sites. The result is rapidly increasing amounts of higher-density condos and townhomes in downtown.

"For the first time, San Jose has a critical mass of housing coming to downtown," said Paul Zeger of

Pacific Marketing Associates, the Bay Area's premier sales and marketing firm for condos. "It's an exciting time for the city and the new residents living there."



CONDO LIVING HAS APPEAL

Axis and other upscale high-rise condominiums offer a chance to explore a truly urban, cosmopolitan lifestyle. And unlike other housing options, the full-service high-rise condominium is maintenance-free. For the busy urban professional or empty-nester looking to simplify, more time can be spent doing the things one likes, and less time on the things one doesn't. The condominium allows a resident to have a "lock-n-leave" lifestyle — jet away for the weekend at a moment's notice and not worry about taking care of a house or yard work.

Beyond convenience, Axis is equipped with a host of luxurious community amenities, making living there feel more like a luxury hotel or resort. Each home has upscale features and finishes. Community amenities such as a pool and fitness center; doorman and concierge; and, a community room, make it an upscale and service-oriented community.

"While Axis is luxurious and prestigious, it's certainly not 'stuffy,'" said Crystal Bernal, community sales manager at Axis, who has toured hundreds of people around Axis during the past two months. "We've had all kinds of interested parties, in every age group, from every demographic — you name it, the advantages of urban high-rise living meets the needs of so many people these days."

According to Bernal, Axis appeals to a broad array of buyers, including first-time and move-up buyers. The designs are extremely efficient, and many plans offer bonus rooms and private balconies. Attention has been paid to the overall unit sizes, allowing for the maximum utility, while keeping the overall price points as affordable as possible. The floorplan layouts and features — including open kitchens, higher ceilings, washer/dryer connections and walk-in closets—provide key features required by today's home-buyers.

"Axis is already a dramatic and highly visible piece of the San Jose skyline," said Bernal. "We believe it's the most prestigious urban address in the South Bay — an upscale product in a vibrant location — and so far the community has embraced Axis."



Upcoming events at the Axis Presentation Center

- "Pet Axis" Downtown Living Neighborhood Open House for Pets and their Owners, 9 a.m.-Noon, Sat., March 15
- Axis OutNow LGBT Home Buying Seminar, 10 a.m. Sat., March 29



At Our Doorstep: Hotel De Anza

Sharing the block with Axis is a local treasure clad in pink and art deco splendor. The historic Hotel De Anza opened its doors to the public 76 years ago, during the heart of the Depression, on February 26, 1931. The De Anza's original architect, H.H. Weeks, designed the 144-room hotel to be built at a cost of \$505,000 — 1/20 of what it cost to restore the Hotel De Anza in the late 80's and early 90's.

Named for the explorer who first discovered the Santa Clara Valley in 1776, Juan Bautista de Anza, The Hotel De Anza became a renowned addition to a city once recognized for its productive agriculture. Built amongst the cherry and plum orchards, the hotel brought a certain fashionable decor and level of lifestyle attracting luminaries of the era such as Eleanor Roosevelt, The DuPonts, Jack Dempsey, Susan Hayward, Paulett Goddard and Fred MacMurray.



Some of the nostalgia that makes the Hotel De Anza such a unique historical, architectural and social landmark still exists today. The beloved

25-foot "diving lady" was originally painted on the West side of the building in 1951 to promote the hotel's heated pool. Her body type was conceptualized from the infamous frames of "Barbie" and Ester Williams and remains a local attraction today. The rooftop signature "Hotel De Anza" neon sign carries as much notoriety as the famed diver.

Today, the sleek modern glass of Axis provides a stunning juxtaposition to the historic Hotel De Anza. Likewise, the hotel's neon sign and swaying palms give a glamorous air to the view from the Axis pool.



Axis ACCESS The All Axis Pass

Future residents of Axis will be able to take advantage of exclusive deals, offers and connections for restaurants, nightspots and attractions in downtown San Jose. We call it the All Axis Pass, and it can be your VIP ticket to a great new urban lifestyle.

Axis owners won't move in until spring 2008, but the Hotel De Anza is



previewing one of these exclusive neighborhood perks now: Visit the Axis Presentation Center and pick up a card to enjoy 20% off drinks at the Hedley Club at the historic Hotel De Anza, compliments of Axis and our neighbors at the Hotel De Anza

And while you're there, ask for the "All Axis," the savory signature cocktail created by the Hotel De Anza in honor of their new neighbors!

All Axis signature cocktail

The "All Axis" is a signature cocktail of Axis, created by the Hotel De Anza. Enjoy it at the Hotel De Anza's Hedley Club or if you're really ambitious, try out the recipe yourself:

Hedley Club Mix

- dried hibiscus flowers (steeped overnight in hot filtered water)
- star anise
- cardamom
- clove
- cinnamon sticks
- citrus (ruby grapefruit) oil

Allow the herbs and spices to infuse into the hibiscus solution for 5-7 days.

Pour 1¾ oz. of Grey Goose vodka into a cocktail shaker. Add ice and 3 ounces of Hedley Club Mix. Shake briskly and strain into a Martini glass. Caramelize the oils of a grapefruit twist (squeeze twist over a flame) into the glass and garnish.



Axis named "Residential Development of the Year"

Axis was recently honored as "Residential Development of the Year" for Structures 2007 by the *Silicon Valley/San Jose Business Journal* during a ceremony held

Oct. 12, 2007 at the San Jose Marriott. The annual Structures event is the region's most prestigious gathering to honor the best in real estate and construction.



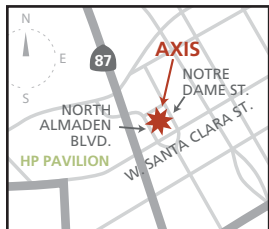
SILICON VALLEY / SAN JOSE
BusinessJournal

AXIS

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Visit the Axis Presentation Center



The Axis Presentation Center includes touch screens, running videos, a model kitchen and bath, technology center, a neighborhood wall map and more. Best of all, three

well-appointed model homes are available for viewing on the fourth floor of Axis, just a few steps from the Axis Presentation Center.

The Axis Presentation Center is located on-site at 38 N. Almaden Blvd. in downtown San Jose, next to the Hotel De Anza at the corner of Santa Clara St. and Almaden Blvd., right off the Guadalupe Expressway (Hwy 87). It's open daily from 11 a.m. to 6 p.m. with plentiful on-site and street side parking. For information, visit during office hours, call (408) 297-9888, or experience Axis online at www.axissanjose.com