

# Concert hits high note with Toronto's "Jazz"

NEWS RELEASE - 12:30 P.M. EST, SEPTEMBER 26, 2005

Toronto, Canada –Concert Properties today held a "topping off" event to celebrate the completion of all structural work on the company's newest development.

"Jazz" is the second project to benefit from an exclusive alliance between Concert Properties and OMERS, following the successful "Prelude," a 26-storey, 306-unit rental apartment building located near Yonge and Sheppard in North York.

The alliance's second rental residential project is a 28-storey heritage-inspired high-rise located at Church and Shuter Streets in downtown Toronto.

With the financial district just steps away, and in keeping with Concert's community-based focus, "Jazz" is surrounded by shops, restaurants, parks and night life, offering a lifestyle of ultimate livability and convenience.

"Jazz celebrates urban living," says Concert President and CEO, David Podmore. "In developing Jazz we have demonstrated our commitment to upholding the highest

*standards of superior, innovative and sustainable development suited to the needs of the community."*

Guided by an investment philosophy that emphasizes building value over the long run, OMERS and Concert bring a long-term commitment to each and every rental community. The alliance between Concert and OMERS, through Borealis Infrastructure, will remain committed to superior standards of construction, customer service and community values.

*"The Concert/OMERS alliance is committed to an investment of \$300 million to develop new assured market and seniors rental housing over the next few years in the Toronto area. With occupancy of Jazz slated for spring 2006, the alliance will have completed 694 new units,"* says Paul Haggis, President of OMERS.

"Jazz" offers 388 suites of new rental living with high-style finishes, including open concept kitchens, in-suite laundry, and fabulous city views from private terraces and balconies. Building amenities include the Heritage Lounge with fireplace, a private theatre, fitness club, billiards room and more. ♦

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## MISSION ACCOMPLISHED

Apartment Marketing and Leasing Consultant Derek Lobo has recently completed a prime contract with Canadian Apartment Properties Real Estate Investment Trust (CAP REIT). In expressing thanks to Derek at the end of his term, President and CEO of CAP REIT, Tom Schwartz stated, *"Your efforts have created the foundation for a Marketing Department at CAP REIT. We have an effective sales training programme, an understanding of the steps that must be taken to increase*

*occupancy and rental revenue and some progressive ideas regarding signage, call answering and many other areas..."*

Derek was retained by CAP REIT to establish a marketing department that would support its growing portfolio. Derek returned to his company, DALA group of Companies effective September, 2005. For more information on DALA visit [www.dala-inc.com](http://www.dala-inc.com) or call 1-800-898-0347 ext. 13 ♦