

PRESS RELEASE

## KEYNOTE ANNOUNCES ITS OPENING ACT

March 14<sup>th</sup>, 2007

Calgary, AB – Come Hear the Music... Come Taste What's Happening at Keynote.

Keynote Development Corporation today announced the official launch of the Keynote Development, and their alliance with Sunterra Markets, who will serve as the project's anchor retail tenant. This alliance coincides with the recent start of construction and a release of additional residential inventory.

Sunterra Market will set the tone in Calgary's newest mixed-use, high-rise development located between 11<sup>th</sup> and 12<sup>th</sup> Avenues and 1<sup>st</sup> Street and Macleod Trail SE. The two storey, 32,000 sq. ft. market will feature an expanded mix of Sunterra's popular grocery 'market' offerings that focus on freshness and convenience, a fully licensed restaurant, a wine shop, and a coffee shop. Sunterra Market will also have access to the 2<sup>nd</sup> storey roof top green space, which will make for a unique dining experience. The Market will also serve as a platform for Sunterra to expand its increasingly popular catering offerings, serving both residential and business clients.

"This project marks a new era for the Sunterra family of markets." States Glen Price of Sunterra Quality Food Markets Inc. "With this development we are not only increasing our footprint to keep up with Calgary's growing demand for our concept, but we are stepping up the variety of offering with an exciting new store format."

Keynote will consist of three towers – a 14-storey office tower and two residential towers, of 26 and 34 storeys – all connected by an internal Plus-15 and roof garden system. At the street level, a unique interior lane will provide pick-up and drop-off access for residential, office and retail users.

Keynote Development Corporation's President, Randy Provost stated, "We are very pleased the project is now well underway, and we are proud to welcome Sunterra as the anchor retail tenant." He added that, "Sunterra is widely recognized as Calgary's preeminent boutique grocer, and their commitment to this project reinforces Keynote's position as the premier mixed-use development, not just in the Beltline, but in the entire downtown."

The first 26-storey residential tower containing 179 suites is already 60% sold. Concurrent with the above announcements, Keynote will be releasing additional suites on a reservation basis in the first tower. Suites in the second residential tower are not expected to be released until 2008.

As the largest mixed-use building project currently underway in Calgary, Keynote will add highly desirable office, retail and residential space in the sought after Beltline area adjoining the downtown core.

Designed by Gibbs Gage Architects, Keynote features sheer window walls on the towers, a brick base/podium and angled rooflines that will establish the project as a defining city landmark. Residents and the public can look forward to a community feel within the complex, aided by the access lane positioned in between the buildings.

PCL Construction Management Inc. will be responsible for constructing Keynote. PCL is the largest general contracting organization in Canada, and one of the largest in the United States with an annual construction volume of approximately 4 billion dollars. CB Richard Ellis is the designated leasing agent for the office tower, while Colliers International is responsible for leasing all retail space.

Keynote's dynamic design and abundance of conveniences - including Sunterra, a second restaurant, additional retail, guest suites, a fitness facility, 24-hour security and underground parking - will add to the rejuvenating Beltline district.

To support Keynote's Urban Village concept, the need for green space has not been ignored. The complex, including 230,000 sq. ft of office space, 40,000 sq. ft. of retail space and 429 residential units will also feature an 18,000 sq. ft. garden on the Plus-15 level. Additional green spaces will also be provided near the top of each tower.

Keynote's alliance with Sunterra Market is an exciting first step to revitalizing this inner city location, and creates an environment perfect for working, living and playing. With the downtown core just one block away, and the vibrant and expanding Stampede Park within three blocks, Keynote is strategically located to become the very heart of Calgary's historic Victoria Crossing area. The adjacent Cantos Music Museum is but one of many key art and entertainment venues within walking distance of Keynote.

The office tower, including Sunterra Market, are expected to be completed in early 2009, the first residential tower in late 2009 and the second residential tower by mid 2010.

Stay tuned. Keynote has lots more to offer.

**An event to mark this announcement is being held today, Wednesday, March 14<sup>th</sup> at the Keynote Sales Centre, located at 1119 - 1<sup>st</sup> Street SE from 11am to 1pm. Attendees at the Press Event will include Civic and Community dignitaries along with representatives from Keynote Development Corporation and Sunterra Markets. Photo and interview opportunities will be available.**

For more information on the Press Event or release please contact Tiffany Ardolino, Selling Systems, at 509-0310 ext. 230, or if you would like more information on the Keynote development please contact the Keynote sales centre at 265-5284, 1119 - 1<sup>st</sup> Street SE, or visit [www.keynotecalgary.com](http://www.keynotecalgary.com).

For information on Sunterra's alliance with Keynote, please contact Glen Price – President, Sunterra Markets, or Kristen Halpen – Marketing Manager, both can be reached at 266-2820.

**Issued by Keynote Development Corporation & Sunterra Quality Food Markets Inc.  
through Selling Systems Inc.**