



FOR IMMEDIATE RELEASE
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ONE WILLOW BRIDGE ROAD MODEL RESIDENCE OPENS

Project depicted on unique fence design – first of its kind in Vail Village

VAIL, CO – The model residence for One Willow Bridge Road is now open in the heart of Vail Village and a unique graphic fence design surrounds the project construction site.

One Willow Bridge Road, located in Vail Village, is a luxury condominium development situated on the former site of Swiss Hotel & Spa, at the corner of East Meadow Drive and Willow Bridge Road. The new four-story building will feature 22 lavish condominiums in two, three and four-bedroom designs. It is one of the first major projects undertaken as part of the town's "Billion Dollar Renewal" plan. Construction is underway and completion of the project is planned for December 2005. Construction progress can be viewed on the live-action construction cam accessed through www.onewillowbridgeroad.com.

The model residence opens February 22 at the Crossroads Shopping Center, across the street from the One Willow Bridge Road site. Ten whole ownership residences are priced from \$3.6 to \$7.4 million. Twelve fractional ownership residences, offered at 1/7th fractions, are available from \$480,000. Sonnenalp Real Estate will be hosting a series of private receptions the week of February 20-25 introducing One Willow Bridge Road to select prospective buyers, brokers and Vail community leaders.

"We've been very pleased by the public's enthusiasm for our exclusive development," says Robert M. McNichols, owner and developer. "One Willow Bridge Road offers a unique and exciting array of amenities in an unparalleled location. Those who have already selected a new residence at the property are very excited." This property is designed to lead the new Vail Village experience, providing resort living, winter and summer experiences in a manner that today's consumers desire. "We're optimistic that One Willow Bridge Road has set new higher standards to be emulated by other Vail Valley properties in the future."

Surrounding the construction site of the project is a 400-foot long mesh fence now wrapped with a graphic replica of the ground floor streetscape elevation of the building. Produced by Denver-based greatBIGcolor, the banner is the first of its kind in Vail and will remain on display through the duration of construction.

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2-2-2, One Willow Bridge Road

“We were excited to work with One Willow Bridge Road,” said Sean McLaughlin, president of greatBIGcolor. “The project was an excellent demonstration of our ability to take a mundane construction barricade and create a more pleasing, realistic image of a building while providing the community with a glimpse of the future.”

The world-class Sonnenalp Resort of Vail is the exclusive manager of the completed One Willow Bridge Road. Residents will benefit from a variety of services provided by the neighboring resort hotel. These luxuries include access to the award-winning spa, fitness rooms, valet and concierge, outstanding dining experiences, on-mountain ski lockers and championship golf facilities. In addition, One Willow Bridge Road will feature a private swimming pool and two whirlpools overlooking the Gore Creek. Amenities of the property include everything from custom home automation and state-of-the-art technology in each residence to heated, underground parking.

For more information about One Willow Bridge Road, visit the sales office, open daily from 10-6, or www.onewillowbridgeroad.com or call 970-477-5757.

About One Willow Bridge Road

One Willow Bridge Road is one of the first new developments as part of the Town of Vail’s “Billion Dollar Renewal”. The private residence club is the first of its kind in Vail Village and offers opportunities for whole or fractional ownership of two, three and four bedroom units to an elite group of consumers. One Willow Bridge Road offers state-of-the-art amenities and exclusive resort management services by the world-famous Sonnenalp Resort of Vail. Sales are offered exclusively by Sonnenalp Real Estate. For more information, visit www.onewillowbridgeroad.com.

About Sonnenalp Resort of Vail

A member of The Leading Small Hotels of the World, the AAA Four Diamond Sonnenalp Resort of Vail is a European-style resort with 88 guest suites appointed with hand-carved Bavarian furniture and European accents. The resort offers two restaurants and a lounge in house, including Ludwig's Restaurant. The Sonnenalp also features a full-service European spa; elegant conference facilities; live entertainment; complimentary valet parking; personalized service; and customized, all-inclusive vacation options for adults and children. The Sonnenalp Resort of Vail also boasts its own golf course and club, the Sonnenalp Golf Club. Featuring an 18-hole championship, links-style course, the Sonnenalp Golf Club is the host site of the Colorado Open. For more information, visit www.sonnenalp.com.

About Sonnenalp Real Estate

Our respected team of top producers is widely acclaimed for providing outstanding personal service, consummate professionalism and exceptional results to buyers and sellers of the Vail Valley's finest properties. Whether in Vail, Beaver Creek, Bachelor Gulch or other luxury areas of the Vail Valley, we welcome the opportunity to be of service. For more information visit www.sonnenalprealestate.com or call 970-477-5300.

About Daedalus Real Estate Advisors LLC

Daedalus Real Estate Advisors, LLC is a Phoenix-based commercial real estate services company that provides investment, development and communications consulting to corporate real estate clients in Arizona and the Southwest. Voted in 2003 as one of the most influential developers in Phoenix, Daedalus creates exclusive lifestyle experiences through resort development, condominium projects and commercial building. For more information visit www.daedalusllc.com.

About Great Big Color

Founded in 1997, greatBIGcolor, Inc. is a Denver-based minority owned and operated company that provides the largest grand format digital printing operation in Colorado. From billboards, to point-of-purchase displays, to single banners and fabrics, greatBIGcolor, Inc. produces digital imaging at a reasonable cost without dramatizing the task at hand. Recent projects include graphics throughout Denver for the NBA All Star event, a partial wrapping of the first floor of the Empire State Building, nationwide interior graphics for Famous Footwear and Chipotle, and hundreds of bus wraps in San Francisco. For more information visit www.greatbigcolor.com or call 303-404-9900.

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