

News Release

For Immediate Release

January 23, 2008

Media Contact: Katrina Butts/Oliver McMillan
(619)252-8887



OliverMcMillan
making special places happen!™

Grand Opening at The Lofts at 655 Sixth

SAN DIEGO – OliverMcMillan, Downtown San Diego’s premier developer, announces the Grand Opening of The Lofts at 655 Sixth Avenue in the Gaslamp this weekend with refreshments and personal guided tours of completed and furnished residences. This newly completed for lease property embodies all the style and location of the finest properties in urban living without the burden of ownership and for a limited time, new leaseholders will receive one month free for signing a one year lease!

The Lofts at 655 Sixth Avenue represent an opportunity for fortunate lease holders to find what they have been looking for, the newest and arguably the most highly appointed exclusive mid-rise apartment residence that has ever been built in the vibrant urban environment of the Gaslamp District. The architectural design demonstrates a level of sophistication and design elegance previously unimaginable in a for lease property. From the street, the unique quality of the building is reflective of the environment; glass, steel and geometry fuse to speak to the eye. Boasting seven levels of living space and underground secured parking, dynamic retail space is provided at street level adjacent to a Manhattan-inspired lobby that features original contemporary art, open spaces for light and a comfortable social place to meet friends. Residents can also find an intimate patio for gatherings or an exclusive use private screening room for movies. For the fitness lifestyle, there is a private gym and for the busy executive, a 24 hour tech stop/business center.

The Lofts at 655 Sixth exceeds the offerings of comparable properties. Each unit has floor to ceiling European inspired windows that allow ample light in the living spaces. True to the urban loft design, the floors are covered with a neutral toned wood laminate, exposed concrete walls and large, concrete beam ceilings are featured on select units. Reinforcing the design, each residence comes complete with designer selected lighting, granite countertops, stainless steel appliances including refrigerator and dishwasher, interior washer and dryer and top-of-the-line kitchen and bath cabinetry. Select residences feature large individual balconies and panoramic downtown and waterfront views.

Jim Reynolds, Senior Vice President of OliverMcMillan, the building’s developer, said “The Lofts at 655 Sixth Avenue represent the culmination of many career’s worth of insight and consumer knowledge and focuses on bringing the very best living experience to our lease holders. The Lofts fit nicely with our other downtown projects and we are very excited about their influence on downtown living”.

~ MORE ~

Unlike many typical rental properties, The Lofts at 655 Sixth offer a wide range of individual floor plans and locations for your selection. There are studio lofts from \$1,400 monthly, one bedroom/1bath from \$1,700 monthly, one bedroom/1 bath lofts from \$2,550 per month, two bedroom/2baths from \$2,500 per month , and 3 bedroom/2bath from \$3,800 per month. Stop by the leasing office today and have a personal tour of what may be your new home. The leasing office is located in the building at 655 Sixth Avenue. Office hours are Monday through Saturday 9 am through 6 pm and Sunday from 10 am to 5 pm. A leasing representative can be reached at 619-238-2445 or you can visit the website at: www.theloftsat655sixth.com.

The Lofts at 655 Sixth are built and managed by OliverMcMillan, a 29-year-old private firm that develops and manages unique, high-quality mixed-use retail, entertainment and residential projects throughout the U.S. Signature projects in San Diego County include the Hillcrest's Uptown District, Downtown's Pacific Gaslamp Theatres and Horton 4th Avenue Apartments. For more information on OliverMcMillan, please visit www.olivermcmillan.com.

###