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FOR IMMEDIATE RELEASE

INSIGNIA IN SEATTLE LAUNCHES SALES OF 350 RESIDENCES

Sales Center Opens at Northwest's Largest Condominium Development

Seattle – September 23, 2013 – Bosa Development has commenced sales of 350 residences at **Insignia**, the Northwest's largest condominium development. This weekend's successful opening event at the Sales Center was attended by more than 100 interested prospects.

Located at Sixth Avenue and Bell Street, Insignia features a collection of one- and two-bedroom homes with dens in select residences designed by Mitchell Freedland. Conceived by renowned developer Nat Bosa, the new condominium merges modern architecture, sophisticated style and breathtaking views.

The twin 41-story towers designed by architect Perkins & Company will be located where Downtown, Belltown and South Lake Union intersect, just two blocks from Amazon's planned 3.3 million-square-foot office building.

"In the past year, over 200 companies have announced they are either moving to Seattle or opening a major branch office there. The technology sector, a major component of job growth and sustainability, now draws 85 percent of software graduates to Seattle on a permanent basis," stated Alan P. Mark, Founder and President of The Mark Company, Northwest, the broker of record representing sales at Insignia.

Phase One of the development features 350 residences ranging from one to two bedrooms, with prices from the high \$400,000s to approximately \$2 million. It is scheduled to open in late spring 2015.

Building amenities include a 41st floor sky retreat and resident lounge, open-air park terrace with outdoor grilling area, outdoor fireplace gathering area, fitness atrium with yoga and Pilates studio, screening room with entertaining bar, and signature lobby by Mitchell Freedland. The building is targeting LEED Silver certification.

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There will also be an outdoor pet retreat, pet wash and grooming area, gated and attended parking garage, residential assigned parking, electric car charging stations, car wash bay, bike storage with work area, and retail shops along a pedestrian friendly street. Proposed future additions in Phase Two, North Tower including an indoor lap pool and spa, and steam room and sauna.

“My ambition is to create truly great places for people to live. Seattle is in for an incredible ride, and there's no looking back,” stated Nat Bosa, President of Bosa Development.

Designer residences at Insignia offer 360-degree views of the city, Puget Sound, Lake Union and nearby mountain ranges. Kitchens include quartz countertops, Bosch stainless steel cooktop, oven and microwave, Bosch cabinet-front dishwasher, Thermador cabinet-front refrigerator, designer Grohe faucets and fixtures, and European-inspired cabinetry. There are also marble or quartz bathroom countertops, a Whirlpool washer and dryer, and walk-in closets as well as private balconies or roof decks in most residences, and onsite storage for each home.

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About The Mark Company, Northwest: The Mark Company, Northwest (TMC) is a premier real estate sales and marketing firm. Headquartered in San Francisco, the company represents high profile residential projects in leading markets throughout the Western United States. Founded in 1997 by President Alan P. Mark, TMC delivers a proven approach to the strategic planning, marketing and sales of new developments, ranging from luxury buildings in urban locations to mixed use properties in suburban settings. The firm is a trusted partner to leading residential developers and financial institutions such as Tishman Speyer, iStar Financial and Bosa Development. With emergent technologies and an unmatched team of professionals at its core, it provides a full range of services including market leading research, product design, marketing, and sales strategy. Since 2008, TMC has closed more than 6,700 units and generated over \$4 billion in sales volume for some of the nation's most notable and successful developments including One Hawthorne and the St. Regis Residences in San Francisco, Spire in Denver, Bayside at the Embarcadero in San Diego, Barker Block and Evo South in Los Angeles, and The Martin in Las Vegas. For more information, visit www.TheMarkCompany.com.

About Bosa Development: Under the leadership of Nat Bosa, and backed by his 40 years of development experience, Bosa Development holds an unprecedented record of success. With uncommon vision and bold, well considered planning, the company has delivered thousands of homes and proven to be a leader in the development industry. Bosa is synonymous with superior quality, luxurious lifestyles and exemplary locations. Its stunning architectural offerings continue to make bold statements and set new standards in world-class locations including Vancouver, Whistler, Calgary, Maui, San Diego, Orange County, San Francisco and most recently, Seattle.