

CORPORATE PROFILE

Founded in 1975, the Great Group of Companies has grown from its roots as a successful regional home builder into one of North America's premier real estate organizations specializing in residential, commercial/industrial/retail and resort development, spanning the entire real estate spectrum from land acquisition to development and construction.

One of Canada's most sophisticated and innovative privately owned real estate corporations, Great Gulf Group's divisions include Great Gulf Homes and First Gulf Group. Its exceptional portfolio is comprised of master-planned low-rise communities, high-rise condominiums, resort properties, conference centres, office towers, retail centres and industrial buildings that are recognized for their leading-edge design, state-of-the-art construction, and prime locales.

In the mid-1990's, Great Gulf foresaw the emerging demand for urban living opportunities in the city of Toronto, and was one of the first low-rise builder/developers to enter the high-rise condominium market. Among the company's acclaimed completed condominium communities are The Saint James (196 units in the historic King and Jarvis area); The Regency (34 units in the coveted Kingsway area); The Morgan (218 units at King and Spadina in the Fashion District); 18 Yorkville (423 units and a new city park – Town Hall Square, at Yonge and Yorkville); and Hudson (282 units in Toronto's King-Spadina Neighbourhood).

Current high-rise developments include X The Condominium (414 units under construction at Jarvis and Charles, just south of Bloor); X2 Condominiums (the sequel to successful X, 460 units now preview marketing); One Sherway (a multi-tower 1,060-unit development, two completed across from Sherway Gardens regional shopping mall); and Charlie (313 units now under construction at King and Charlotte, just east of Spadina). Coming soon to the marketplace, One Bloor and Parkside are Great Gulf's newest signature mixed-use developments.

First Gulf has developed over \$1.5 billion commercial properties and continues to develop and construct over \$250 million on an annual basis. It currently is a stakeholder in numerous office, retail and industrial properties totaling over 4.5 million square feet with a value in excess of \$800 million.

Great Gulf Homes' current low-rise communities span the geographic area from Niagara Falls, to Mississauga, Brampton, Bradford, Ajax, Whitby and Oshawa. Housing types span the gamut from first time ownership opportunities to executive residences. Coming soon, are more communities across southern Ontario. Over 40,000 families now live in a Great Gulf home.

Located in Gravenhurst, on the shores of Lake Muskoka, multi-award-winning Taboo Resort, Golf and Spa includes five pools, five tennis courts, a sandy manicured beach, professional spa services, golfing at the 18-hole Ron Garl-designed Taboo Golf Course and the Stanley

Thompson-designed nine-hole Sands Golf Course, recreational facilities and programs, extensive conference facilities, plus 1,000 acres of privately owned parkland with hiking and bicycle trails. Dining at Taboo ranges from casual fare at the poolside restaurant, to elegant masterpieces at The Culinary Theatre.

The Great Gulf Group of Companies is committed to superior quality development, exacting construction standards, and driving the evolution of design excellence.

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NOTE TO MEDIA: Please see Great Gulf Homes Awards Appendix

Contact for Media

Beth Shropshire

Shropshire Communications Group

416-466-7044

AWARDS APPENDIX

Great Gulf Homes has been honoured with a multitude of awards from industry peers, the international design community, and municipalities.

2009

- The NationalsSM presented by National Association of Home Builders (NAHB) Silver - Best Sales Office Urban for Charlie by Cecconi Simone Inc.
- The NationalsSM Silver - Best Series of Related Print Ads for Charlie
- Niagara Home Builders' Association Awards – Best Overall New Home Design for 2-storey over 2,500 sq. ft. for the Logan (Elevation B), Edgewood
- Niagara Home Builders' Association Awards – Most Outstanding Kitchen – Production Built New Construction for the Logan (Elevation B), Edgewood
- Niagara Home Builders' Association Awards – Best Overall New Home Design for 1-storey 1,200-1,800 sq. ft. for the Montrose (Elevation A) Bungalow, Edgewood
- Niagara Home Builders' Association Awards – Best New Home Design for 2-storey 2,000-2,500 sq. ft. for the Elgin (Elevation C), Edgewood
- Niagara Home Builders' Association Awards – Best Project Sales/Presentation Office & Signage for the Chippawa (Elevation B) Corner Model Home/Sales Office, Edgewood
- Niagara Home Builders' Association Awards – Best Print Ad/Direct Mail Promotion
- Niagara Home Builders' Association Awards – Best Marketing Brochure

2008

- Design Exchange Awards presented by Canadian Business – Award of Merit for Charlie Sales Centre by Cecconi Simone Inc.
- The Lake Simcoe Region Conservation Authority 2008 Conservation Award - Water Conservation for Summerlyn Village in Bradford
- BILD Best Suite Design Under 750 sq. ft. for X The Condominium, The Stirling
- BILD Best Website Low-Rise for greatgulfhomes.com

2007

- ARIDO (Association of Registered Interior Designers of Ontario) Awards of Excellence - Award of Excellence for the X The Condominium Sales Centre and Model Suite by Cecconi Simone Inc. (Category: Model Suites/Homes/Sales Centres)
- City of Toronto Urban Design Awards of Excellence – “Building in Context – Private Tall building” for 18 Yorkville
- City of Toronto Urban Design Awards of Excellence – “Building in Context – Private Mid-Rise building” for The Villas at 18 Yorkville

- Greater Toronto Home Builders' Association/Urban Development Institute (GTHBA-UDI; now called BILD) Best Suite Design - Under 750 Sq. Ft. for X The Condominium, The Breuer
- GTHBA-UDI Best Suite Design - Over 750 Sq. Ft. for X The Condominium, The Mies
- GTHBA-UDI Best Model Suite for X The Condominium, The Breuer

2006

- GTHBA Home Builder of the Year (Great Gulf was the first builder to have been awarded this distinction twice, having also received the award in 2002)
- Design Exchange Silver Award for Interior Design – Temporary or Portable – X The Condominium Sales Centre by Cecconi Simone Inc.
- Canadian Society of Landscape Architects Regional Honour - Town Hall Square (public park) at 18 Yorkville by Janet Rosenberg + Associates Landscape Architects Inc.
- GTHBA Best New Home Design – Townhome Under 1,500 Sq. Ft. for Wyndam Manor in Ajax, The Waterford
- TARION Awards of Excellence - named High-Rise Winner for outstanding customer service
- In the 2006 J.D. Power Customer Satisfaction Study, Great Gulf ranked above market average in every category: Overall Satisfaction, Home Design, Home Quality, Customer Service and Price/Value

2005

- Design Exchange Honourable Mention Landscape Architecture - Town Hall Square (public park) at 18 Yorkville by Janet Rosenberg + Associates Landscape Architects Inc.
- In the J.D. Power and Associates 2005 Canadian New-Home Builder Customer Satisfaction Survey, Great Gulf ranked above market average in every category, and tied for the #1 ranking for Price/Value
- Ontario Association of Architects (OAA) Award for Architectural Excellence – The Morgan by Quadrangle Architects Limited

2004

- GTHBA Best Marketing Campaign – Condo for The Russell Hill, Toronto

2003

- Ontario Home Builders' Association (OHBA) Most Outstanding Bathroom for The Russell Hill, Toronto
- OHBA Best New Homes Sales Office Over 1,000 Sq. Ft. for 18 Yorkville, Toronto
- OHBA Best Direct Mail Piece for 18 Yorkville, Toronto
- OHBA Best Project Logo: The Meadows of Ajax
- GTHBA Best Project Signage – Low Rise: The Meadows of Ajax
- Markham Building Excellence Award

2002

- GTHBA Builder of the Year
- Markham Building Excellence Award

2001

- Ernest Assaly President's Achievement Award from the Ontario New Home Warranty Program for outstanding customer service
- Inducted into the Greater Toronto Home Builders' Association's prestigious Quarter Century Club.
- Markham Building Excellence Award

2000

- Markham Building Excellence Award

1999

- GTHBA Best Sales Office Under 1,800 sq. ft. – Low Rise: Chelsea Park
- Markham Building Excellence Award

1995

- GTHBA Riley Brethour Award – presented to Bruce Freeman, Great Gulf Homes' Executive Vice President, for his outstanding contribution to the new home industry