



DOWNTOWN MIAMI'S CENTRO CONDOMINIUM COMPLETES MORE THAN 220 UNIT SALES AS RESERVATIONS CONVERT TO CONTRACTS

Buyers are seizing the opportunity to own a home at the first new condo tower to launch in Miami's central business district in years.

MIAMI, FL – September 3, 2013 – With Miami's urban core thriving as a 24-7 residential neighborhood and buyers from around the world setting the next wave of construction into high gear, the first condominium to launch in the City's central business district since the last real estate cycle has already sold more than 220 units in less than four months of its marketing launch. [Centro](#) – Newgard Development Group's 352-unit loft-style condo tower set to rise at 151 SE 1st Street – is located in the heart of Downtown Miami, which has come to life in recent years with new shops, restaurants, hotels, and cultural arts and entertainment venues. Centro's development team is now in the process of converting reservations to contracts as construction plans are finalized in advance of the project's groundbreaking in the fall of 2013. The project, which launched in April of this year, is scheduled to deliver in early 2015.

Underscoring Downtown Miami's emergence as a pedestrian-friendly district with an array of transit links, Centro is being developed without a built-in parking garage. Instead, residents of the 37-story tower will have access to a fleet of on-site Smart Cars through a partnership with the [Car2Go](#) vehicle sharing program. Also, a variety of efficient and cost-effective transportation options are within close proximity to the building, including the Miami Trolley, Metromover and Metrorail, which provides access throughout Miami-Dade with frequent direct service to and from Miami International Airport.

"Miami's central business district has been largely overlooked this development cycle, but our sales success thus far proves there is clearly demand for this type of unique product in this neighborhood," said Harvey Hernandez, Chairman and Managing Director of [Newgard Development Group](#), the project's developer. "Centro offers a truly urban live-work-play lifestyle in the center of the bustling metropolis that is Downtown Miami."

A perfect complement to Centro's urban location and hip, edgy appeal, Newgard has partnered with [Yves Béhar](#), the award-winning celebrity designer and founder of fuseproject, to create the project's interior design concept. As the mastermind behind forward-thinking product designs such as the JAMBOX by Jawbone (the mobile headset and portable speaker company) and SodaStream, Béhar's vision for Centro combines visually-striking, sustainable designs with a modern, efficient, integrated lifestyle.

“Centro will include cutting edge design and amenities tailored for a modern life,” said Alicia Cervera Lamadrid, Managing Partner of Cervera Real Estate, Centro’s exclusive sales and marketing firm. “The tower is designed to embrace the energy of Downtown Miami, with a vibrant cultural scene and bustling nightlife at your doorstep, all at an undeniable value to buyers.”

Building amenities will include a two-story Penthouse Recreation Area featuring a rooftop pool; health club & spa facilities; and a skyline resident’s lounge. Additional perks include an exclusive outdoor pet area with access controlled entry/exit; a 24-hour reception desk; and multiple fully-wired shared workspaces. Loft-style residences will include one- and two-bedroom units with open-concept floor plans; dramatic 10-foot ceilings; floor-to-ceiling windows; and balconies with views of the city lights. Contemporary interiors will feature finished concrete floors; oversized closets; modern Italian kitchens, bathroom and light fixtures; Italian cabinetry; and stainless-steel, energy-smart appliances.

Centro’s Downtown Miami location puts residents at the center of the ultimate live-work-play environment – a bustling pedestrian-friendly metropolis filled with young professionals, world-class cultural entertainment offerings, high-end restaurants/bars and luxury hotels. Multiple venues within close proximity from the building include the Adrienne Arsht Center for the Performing Arts; the Miami Art Museum and Miami Science Museum at Museum Park; the American Airlines Arena. And just blocks away from Centro, construction has begun on a 37,000-square-foot Whole Foods Market and entertainment block that will include upscale theater SilverSpot Cinema.

Preconstruction prices start at \$220,000 and top out in the mid-\$400,000s. For more information, including preconstruction sales opportunities, please contact Cervera Real Estate at (305) 938-5321 or visit the Centro Sales Center at 96 NE 2nd Avenue in Downtown Miami. Learn more at www.centromiami.com.

###

About Centro:

Centro is a 37-story, 352-unit loft-style residential condo tower under development by Newgard Development Group located at 151 SE 1st Street in the heart of Downtown Miami. Combining modern design, leading-edge technology and a prime location, Centro brings a new standard of accessible, urban living to one of the world’s most dynamic downtown districts. Construction is slated to get underway in the fall of 2013, with completion scheduled for early 2015. For more information, please visit www.centromiami.com.

About Newgard Development Group:

Founded by Harvey Hernandez, Newgard’s highly skilled associates bring more than 50 years of combined experience in development, design, marketing and construction. Hallmarks of the Newgard approach to development include innovative luxury buildings in desirable, centrally located neighborhoods, pedestrian-oriented lifestyles and cutting edge amenities. Property

designs reflect a commitment to relevant architectural detailing and the attitudes of residents and business tenants. The Newgard dedication to quality extends to its professional construction team, insuring superior attention to detail, exceptional finishes and timely completion. Newgard's recent projects include BrickellHouse, Solaris at Brickell, Gallery Art in the Miami Arts District, and City Palms in Downtown West Palm Beach. Learn more at www.newgardgroup.com.

Media Contact: Schwartz Media Strategies

Tadd Schwartz: (305) 807-3612 / tadd@schwartz-media.com

Kelly Penton: (786) 258-2649 / kelly@schwartz-media.com

Allie Schwartz Grant: (305) 308-6351 / allie@schwartz-media.com