

A LEGEND IS BORN

The Blue at Doral Breaks Ground in a Fairway Living Construction Effort for the Elite

Doral, FL – July 2006 – The permits are pulled, city approval is confirmed and the earthmovers are onsite as construction gets underway at The Blue, a luxury resort hotel condominium being built adjacent to the legendary Blue Monster golf course at the Doral Resort & Spa in Doral, Florida.

“Before breaking ground, we sold 50% of the residences based primarily on buyers understanding the value of the location and quality of the project. Now that construction is underway on what will be one of the premier fairway living addresses in the world, our sales team is confident the remaining sales will follow quickly,” commented Jerry Kaufman, managing member of The Blue’s development.

The estimated time from last week’s groundbreaking to the completion of the project is less than two years. However, the first phase, consisting of 64 units, will be completed in 12 months. As one of the finest golf destinations to go up in years, The Blue will offer 240 resort hotel condominium residences. Amenities will include streamlined interiors, hardwood floors, solid core doors, and a contemporary décor designed with light hues and natural undertones. Room amenities are to include 42-inch plasma televisions with surround sound, DVD and CD player, high speed Internet access, a fully integrated state-of-the-art phone system, computerized lighting/air conditioning and heat system, washer, dryer, owner’s private storage, alarm system and safety deposit box. The kitchens will include granite countertops and Italian styled cabinets and bathrooms are to feature marble floors, granite countertops and oversized marble showers with frameless glass doors.

In 2007 when the CA World Golf Championship makes its home at Doral, it will become one of the elite stops on the PGA Tour, only behind the four majors and The Players Championship at Sawgrass. Along the 12th and 13th holes of the famed Blue Monster, The Blue will offer incredible golf views from the balconies of each of the 240 units.

Owning a hotel condominium at The Blue will offer owners the comfort and luxuries of home with the rewards and perks of resort living. Both owners and hotel guests will be provided five-star luxury accommodations complemented by an expansive clubhouse with fully equipped fitness center and restaurant, a pool area with private cabanas, poolside massage, food and beverage service, business center, lobby bar, in-room chef upon request, library, 24-hour security, personalized room service, full concierge service and more. Additionally, owners at The Blue will be granted a Blue View Sport Membership to the Doral Golf Resort & Spa, providing access to Doral’s golf courses and signature restaurants and lounges.

For additional information about purchasing a piece of The Blue call 877-714-BLUE or visit www.bluedoralmiami.com. Prices range from the \$500,000's to \$1.5 million.

The Kaufman Organization is overseen by Chairman and CEO Jerry Kaufman. Kaufman, a fifth-generation developer responsible for the sale of more than 10,000 condominium residences in key metropolitan areas of New York, New Jersey and Florida. The company currently has five developments planned or under construction in South Florida.

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