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Paramount Bay Hosts Exclusive Broker Event

Sales center debuts as the new home for real estate agents that will continue to endorse residential sales announced earlier this year

MIAMI (December 2011) --- On Wednesday, December 14, Paramount Bay welcomed Miami's top brokers to celebrate the debut of the new sales center and relish in an exclusive showing of the ELLE DECOR Showhouse, a temporary exhibition which featured a group of notable designers. At the soiree, guest brokers enjoyed an assortment of cocktails and appetizers while familiarizing themselves the luxury residences and the entire group of seasoned Fortune International sales agents that spearhead sales initiatives for this premiere Biscayne Corridor tower.

"I am proud to welcome an exclusive group of some the most influential brokers in Miami and have them get acquainted with the sales team and new sales center and make them feel at home in these luxurious new residences," said Edgardo Defortuna, President of Fortune International.

Paramount Bay is a 47-story bay front tower that is scheduled for an early 2012 unveiling. More than 340 units comprise Paramount Bay and they feature a wide range of one to five-bedroom layouts, starting at 1,214 to 4,437 feet. Unit prices start in the \$400,000s with an average of \$400 per square foot.

Paramount Bay's owners, iStar Residential and ST Residential, hired Kravitz Design Inc., led by Lenny Kravitz, to create a fresh, invigorating aesthetic for the highly anticipated South Florida condominium and deliver a premier residential experience. The interior design will reflect the sophisticated culture of Miami and incorporates distinct touches of Kravitz's own eclectic style.

For more information regarding sales, please contact Fortune International at (877) 840-1346 or visit www.paramountbay.com.



Senior Vice President of Sales and Marketing of ST Residential, Peggy Fucci, President of Fortune International, Edgardo Defortuna and wife, Ana Cristina Defortuna



Scott Wadler, Jose Gonzalez and Senior Vice President of iStar Residential, Anthony Burns



Real Estate Agent for Fortune International, Fabiana Pimenta, Sales Director of Paramount Bay, Isabella Holguin and Marcia Page



Jesse Ottley, Michael Neumann and Vice President of Sales of Fortune International, Andres Asion



Cynthia Caridad, Annie de la Rosa and Dora Puig

About Paramount Bay

Paramount Bay is located in Downtown Miami's booming Biscayne Corridor. The 47-story tower features more than 340 units and directly overlooks Biscayne Bay. Residents will enjoy unparalleled views from expansive glass balconies as well as an inimitable collection of amenities that includes access to a world-class beach club, private elevator foyers, multiple swimming pools, a waterfront promenade, a unique full-service spa and fitness concept and distinctive on-site restaurant and retail offerings. Notable surrounding areas such as the Wynwood Arts District, the Design District, Miami Beach and the city's cultural epicenter situated along Biscayne Boulevard are all easily accessible. Kravitz Design, led by international music icon Lenny Kravitz, has been tapped to create the look for the residential property, including all public spaces and outdoor areas. Sales have commenced and Paramount Bay is expected to be completed in early 2012.

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