



Date: January 25, 2011

Viewership: 160,000

Grand Opening of Boulan South Beach Presents Ideal Investment By Betty Alvarez

Under a full moon and amid many stars, more than 400 of Miami's most elite gathered to celebrate the grand opening of Boulan South Beach, the newest condominium to grace the shores of South Florida. Held on Boulan South Beach's swank rooftop pool-deck, guests enjoyed music by the official DJ of the Florida Marlins, DJ Vertiko, while basking in the beauty of mesmerizing city and ocean views.

Hors d'oeuvres were provided by Wally Rice of Rice Catering while Premiere Beverage Catering & Heavy Water new Swedish vodka - presented guests with signature Boulan cocktail. The event attracted a great variety of attendees among them urban hipsters, out-of-town investors, and socialites including some of Miami top brokers. "Boulan South Beach will provide residents with a contemporary lifestyle boasting subtle elegance and splendor" explained Jaclyn Boulan of Think Properties, "the guests who attended are exactly the same trendsetting crowd we've modeled this development for" she continued.

Tours of the opulent model units as well as luxurious building amenities were given so those in attendance could get an all encompassing preview of what is destined to be South Beach's premiere residence. Among the spaces where those designed by world renowned Interiors of Steven G, who was especially commissioned by Boulan South Beach to design the lobby, a zen meditation garden and courtyard, three varying model packages, as well as collaborate on the design of the building's roof-top pool deck area.

"I was pleasantly surprised by the beautiful units at Boulan, especially the Penthouse. Steven G's décor is exceptional - the use of space was done impeccably," boasted potential buyer Mike Shirah. "What is most impressive are the views. Not only do you see the spectacular ocean views, but one is privy to views of the buildings and lively Collins Avenue which adds even more character to the residences," he added.

To end the enchanting evening, attendees went home with remarkable gift bags filled with special offers from Elemis Spa, Dr. Jhonny Salomon Plastic Surgery & Med Spa, Lle-Dom by Abby Modell, a personal Boulan South Beach tin water bottle, among others.

Nestled in the heart of South Beach along historic Collins Avenue, Boulan South Beach is ideally located between The W South Beach and The Setai South Beach, an area known to offer a superior and elegant lifestyle. Boulan South Beach is the most suitable location for anyone looking to invest in this progressive market with developer financing available. Now open, Boulan South Beach is available for tours. To schedule a tour of South Florida's ultimate residence call the sales center at 305.538.7661.

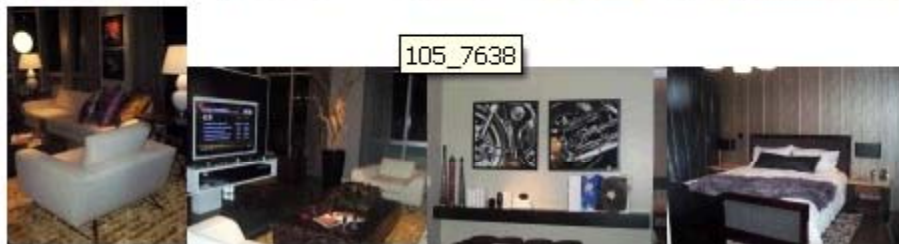


Soul OF Miami

Date: January 25, 2011

Viewership: 160,000

Photographs by Betty Alvarez copyright 2011



105_7638