

About the *Windermere Destinations*SM Program

Windermere Real Estate is proud to introduce *Windermere Destinations* – an extraordinary marketing program designed to showcase Windermere’s commanding presence in resort and urban second home markets across the Western United States.

Like Windermere’s *Premier Properties*SM program, which offers exclusive marketing resources tailored to luxury home listings, the *Windermere Destinations* program focuses on homes and condominiums located in recreational destinations across West. With a suite of customized marketing and technology tools and a variety of high-visibility promotional opportunities, the program reflects Windermere’s presence in the West’s most desirable resort locations and urban retreats, including the following:

Ski/Alpine Resorts

The rugged mountains of the West continue to offer the ultimate in ski resort and year-round alpine living. Whether it’s a luxurious lodge in **Lake Tahoe**, Nevada, or a ski-in-ski-out condominium in **Park City**, Utah, Windermere has office locations and experienced associates in some of the most popular alpine resorts in the nation. *These year-round mountain and ski communities include Schweitzer and Sun Valley, Idaho; Big Sky, Montana; Lake Tahoe, Nevada; Bend, Oregon; Park City, Utah; Cle Elum, Enumclaw, Leavenworth and Methow Valley, Washington; Jackson Hole, Wyoming.*

Golf Course and Desert Living

Expansive views of rolling fairways and resort-style amenities make the country club lifestyle of a golf community particularly attractive. The growing investment value of golf-course homes in places like **California** and **Arizona** only add to the appeal. Windermere’s network boasts a number of offices dedicated to making the dream of warm desert living a reality. *Locations include communities across the state of Arizona including Scottsdale and Tucson; California’s Coachella Valley, home to Palm Desert, Palm Springs, Rancho Mirage and a number of exclusive golf destinations; and Las Vegas, Nevada, home to a number of world-renowned courses and a unique brand of destination-living.*

Urban Retreats

For a growing number of people, a second home is an urban oasis in the heart of one of the West’s lively big cities. Boasting exciting nightlife and entertainment, countless restaurants, cultural activities and first-class shopping, cities like **Seattle**, **Los Angeles** and **Las Vegas** are luring second home buyers from across the West. *Windermere has experts in a number of big Western cities, including the San Francisco Bay Area, Los Angeles and San Diego, California; Las Vegas, Nevada; Portland, Oregon; Bellevue and Seattle, Washington.*

Continued - About the Windermere Destinationssm program

Waterfront and Coastal/Island Communities

Whether it's a beachfront cabin on the **Oregon Coast**, a grand estate on an island in the **Puget Sound**, or a lakeside family retreat in **California**, homes in waterfront communities have always been a wonderful lifestyle choice and an excellent investment. With office locations and knowledgeable professionals located in a host of Western waterfront communities, Windermere is uniquely qualified to serve clients in search of their dream home on the water. *Offices can be found in the San Francisco Bay Area and wine country, the beaches of San Diego, and Carmel by the Sea, in sunny California; Picturesque locales like Idaho's Coeur d'Alene and Lake Pend Oreille; the breathtaking Oregon coast; Washington's coastal and island communities like the San Juan Islands, Hood Canal and Bainbridge Island or the beautiful lakes and rivers east of the Cascades.*

***Windermere Destinations &
the Northwest and San Francisco Flower & Garden Shows***

In February and March, the 2006 Northwest and San Francisco Flower & Garden Shows (respectively) will showcase ***Destination Living by Windermere Real Estate***, an exhibit designed to highlight second home living. Windermere is proud to be a highly integrated part of both premier shows.

The ***Destination Living by Windermere Real Estate*** exhibit will be a dramatic, walk-through display of five "rooms" decorated in destination home and garden themes. Professional landscape and interior designers will create magical displays designed to give each visitor a glimpse of what life is like in each of these environments.

The destination home and garden themes include:

- **Rustic Mountain Lodge**
- **Seaside Escape**
- **Waterside Retreat**
- **Sunny Golf Getaway**
- **Urban Rooftop Oasis**

Each "room" is decorated with a native garden and interior décor unique to each environment. A meandering path leads visitors from one room to the next. Plasma screens will show videos of each destination as visitors wander through the exhibits. Windermere representatives will be located in each themed room to showcase destinations and provide market information on these specific areas.

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