



THE
LANDINGS
St. Lucia

THE LANDINGS ST LUCIA

FACT SHEET

Overview

The Landings, St Lucia's first residential private yacht harbor was officially opened by the Prime Minister of St Lucia, the Honorable Stephenson King in December 2007. The opening marked the completion of phase one of the resort's unique waterfront properties, the only freehold beach-front homes in St Lucia.



The Landings is situated on Rodney Bay in the popular north-west of St Lucia on 19 acres of spectacular beachfront. The luxury apartments are built around a 60-berth harbor on the Pigeon Island causeway. The private yacht harbor has already received accolades for 'Best Marina Development Worldwide' and 'Best Caribbean Development' at the Bentley International Property Awards.

As The Landings is built on reclaimed land it offers a rare opportunity to buy a freehold Caribbean beachfront property. The Queens Chain regulation, that states all land within

20 meters from the shoreline is owned by the government and can only be leased, does not apply.

The Landings is now selling phase three properties which include one, two and three bedroom apartments with prices ranging from US \$610,000 (£340,000) to US \$2,400,000 (£1,345,000).

Phase two will be opened in December 2008. Phase three, which will include an additional gourmet restaurant and gourmet delicatessen in the elegant four-store entrance pavilion, will be completed by the end of 2009/early 2010. Phase four will be included by the end of 2010.

RockResorts, The Landings St. Lucia

The management of the resort will be handled by Rock Resorts, a US based company who manage some of the world's most luxurious resorts such as Hotel Jerome in Aspen and The Pine Lodge in Beaver Creek, Colorado. The company will manage the rental pool, oversee concierge duties, utilities co-ordination and maintenance of the common areas.

The Properties

There will be a choice of one, two and three bedroom residences which are all water front located on the lagoon, harbor or beach. All apartments will enjoy spectacular water views with many of the units additionally having panoramic views over Rodney Bay to the west or the St Lucian channel and Martinique to the north.

Each property will feature a fully equipped high-end kitchen with premium-brand appliances, a spacious living room, dining room, powder room, bedrooms with en suite bathrooms, two balconies or a landscaped terrace. Many bedrooms will have four-poster beds in the master bedrooms, and all ground floor and top floor apartments have heated, jetted plunge pools. All will be finished in high quality materials such as stainless steel, solid wood, imported tiles and stone. Air conditioning, satellite or cable television and high speed internet connections will be fitted as standard throughout.

Apartment and balcony sizes are generous with all properties having balconies at the front and rear of the property. A one bedroom apartment offers an overall space of 1300 sq. ft, a two bedroom 1850 sq. ft. and a three bedroom apartment 2640 sq. ft.

Owners have the choice of two finish packages. The properties will be built to internationally accepted hurricane, seismic and general building codes.

Quality and Luxury

The Landings is fully compliant with the Uniform Building Code 1997, which is the highest code specification for seismic design available in the world today and complies with the wind load requirements of the Florida Building Code, which is the highest standard for wind design.

As such The Landings is designed to endure a category four hurricane. The site has been organized to accommodate a 75 year storm, as such storm surges and the impacts of hurricane activity on the development will be minimal at worst.

The interior design of The Landings complies with the Mobil 5 Star requirements as well as Triple A (AAA) Five Diamond requirements.



Site Plan

MASTER SITE PLAN

THE LANDINGS, ST. LUCIA



PHASE ONE

Buildings are denoted on the plan and include the following:
Residential Buildings - B1, B2, H1a, H1b, H8, L8

The Pavilion - P1

Service Building - S1

The Beach Club/Pool Area - BC

Also included in Phase One is the construction of the Marina, various roads, Phase One soft and hard landscaping and the main entrance to the resort.

PHASE TWO

Buildings are denoted on the plan and include the following:
Residential Buildings - H2, H3, H4, H5, H6, and H7

The Phase Two swimming pools, tennis courts and soft and hard landscaping are also included in Phase Two.



EXCLUSIVE WATERFRONT RESIDENCES

Amenities

In March 2008 a 7000 square foot spa opened with eight treatment rooms and an impressive menu servicing men, women and younger guests.

In addition to the harbor with 60 yacht moorings, the extensive amenities on site include a beachfront club lounge and restaurant with beautiful views over the bay plus a sunset bar and restaurant on the pier. In addition, a full service salon and a state-of-the-art fitness club offering group and personalized exercise programs and classes will be opened. There are several swimming pools on site and a tennis court. The seaside beach club has sail boats, wind surfers, kayaks and snorkeling equipment for use, whilst the beach staff ensure that guests are regularly serviced with drinks, cooling water spritz and fresh towels.

Owners at The Landings also have membership at the St. Lucia Golf and Country Club, which is a five minutes drive from the resort.

A 24-hour concierge service is available to cater for every whim arranging anything from travel and sightseeing activities to ensuring an owner's fridge is stocked with their favorite food before arrival. Owners and guests can also be catered and waited upon in their own apartment by The Landing's team of gourmet chefs and staff who will prepare and serve a special meal of their choice upon request.

Development Team

The developer of The Landings is The Landing Ltd., a St. Lucian registered company. The local investors, who are part of the development company's Board of Directors, are highly regarded business leaders from St. Lucia, among whom the Chairman of the Landing Ltd. Board of Directors - Craig Barnard OBE - has established several high quality developments in St. Lucia and is the owner of the world renowned Body Holiday / Le Sport Spa Resort and Rendezvous, a boutique style "Couples Only" Resort. Mr Barnard is joined by fellow Saint Lucians, Fred Devaux and Bernard Johnson, also successful developers in the Caribbean region.

The project is being managed by Frank Heaps, one of the project's founding investors. He has conceived, financed, started-up and successfully managed several businesses, one of which was selected as one of Canada's 50 Best Managed Private Companies and also received a Canada Award for Business Excellence in marketing. He lived in St. Lucia in 1974-75 and worked for the United Nations Development Program preparing economic development plans for a number of West Indian islands, including St. Lucia.

EDSA, the planning and landscape architectural company, is the master planner behind The Landings project. Practicing since 1960, the firm has dealt with a variety of complex landscape architectural projects both domestically and internationally. Their experience

spans the globe and includes high profile clients such as the Sandy Lane Hotel in Barbados, The Palace at Royal Mirage in Dubai, Ritz Carlton Hotel in San Juan, Atlantis in the Bahamas and Disney's Old Key West Resort.

The architectural firm which led conceptual design is Three Architecture of Dallas, Texas. The company specializes in designing spa resorts, country clubs, hotels and private residences in four and five star markets. They have designed for Peninsula Hotels, Rosewood, Westin, Fairmont, Four Seasons and Mandarin Oriental. The company's projects consistently rank at the top of the Conde Nast Traveler's Top 100 Hotel and World Travel Awards.

Detailed architectural and engineering design of this project was completed by NORR Architects and Engineers Limited, part of the Ingenium group. NORR is an award winning, world renowned architecture and engineering firm with projects as diverse as the Kerzner One and Only Resort on Palm Island, UAE to the Paris Opera House. NORR combines world class design skills with solid engineering and construction experience to deliver world class resort and residential developments world wide.

Construction is being carried out by a team of internationally experienced construction managers utilizing primarily local and trades people.

The Landings St. Lucia Board of Directors

The developer of The Landings is The Landing Ltd., a St. Lucian registered company.

Craig Barnard

Craig Barnard is a shareholder and Chairman of the Board of Directors of The Landing Limited. He has a degree in International Hospitality Management from the Ecole Hoteliere de Lausanne, Switzerland, recognized as the finest hotel management school in the world, and is one of the Caribbean's leading hoteliers. Craig worked extensively in Europe and the Caribbean before returning to St. Lucia to re-launch the family's Malabar Beach as 'Rendezvous', which is now one of the finest resorts in St Lucia. In 1987, the Barnard family purchased the Cariblue Beach Hotel which Craig turned into LeSPORT The BodyHoliday. It enjoys one of the highest occupancies of any resort in the Caribbean and has achieved numerous service awards.

- Craig Barnard has held positions as:
- President of the Grenada Hotel Association
- President of the St Lucia Hotel Association
- Board Member of St Lucia Air and Sea Ports Authority

and currently is:

- Deputy Chairman of the St Lucia Tourist Board
- Chairman of the Joint St Lucia Hotels and Tourist Board Marketing Committee
- Director of St Lucia Distillers
- Chairman of St Lucia Representative Services
- President of Sunswept Resorts

In addition to the awards won by the resorts, he has also been presented with a number of awards during his career including: the St. Lucia Hotel & Tourism Association's highest honor, the Crystal Award; the St. Lucia Tourist Board's Lifetime Achievement Award in 2003, and an OBE (the Order of the British Empire) which was presented by HRH Queen Elizabeth II for his services to tourism in the Commonwealth.

Frederick Devaux

Fred is a shareholder and a member of the Board of Directors of The Landing Limited. He has been a Member of the Institute of Chartered Accountants since 1959 and a member of the Board of M & C Ltd., St. Lucia's largest and longest-established commercial company, since 1960 in which he currently holds the position of Executive Chairman.

Fred is also Chairman of the majority of the subsidiary companies within the M & C Group. He has served on numerous private sector advisory bodies and on the Boards of:

The St. Lucia Employers Federation.
The St. Lucia Air and Seaports Authority.
The National Development Corporation.
The National Insurance Scheme.
The St. Lucia Amateur Athletics Association.
The St. Lucia Olympic Committee.
The National Economic Council.

Fred was awarded the St. Lucia Medal of Merit (Gold Class) in 1992 and the CMG in 2001.

Frank Heaps

Frank is the founding shareholder of The Landing Limited, is a member of the Board of Directors, and is the corporation's C.E.O. He has conceived, financed, started-up and

successfully managed several businesses, one of which was selected as one of Canada's 50 Best Managed Private Companies and also received a Canada Award for Business Excellence in marketing. With degrees in Civil Engineering and Town Planning, plus over 10 years management consulting experience, including tourism developments, his CV includes 5 years experience advising at senior government levels on land and economic development policy. He lived in St. Lucia in 1974-75 and worked for the United Nations Development Program preparing economic development plans for a number of West Indian islands, including St. Lucia.

Bernard Johnson

Bernard Johnson was born and raised in St Lucia where he founded and still manages St Lucia Cold Storage. He also founded and is the Managing Director of Tropical Homes Ltd. in St Lucia. This company has constructed 77 waterfront condominium units in Rodney Bay and is currently constructing a further 24. He has a reputation for building quality developments to a very high standard. Bernard lives on the water in Rodney Bay, and is an avid fisherman and yachtsman, having skippered his own boat across the Atlantic.

James Ranscombe

Jim is a shareholder and a member of the Board of Directors of The Landing Limited, and also serves as a marketing consultant for The Landings St. Lucia project. He founded two Canadian advertising agencies, one of which handled consumer products for clients such as SONY North America, while the other specialized in healthcare with clients such as Glaxo SmithKline. Jim also co-founded the Australian Boot Company and Blundstone Canada, importers and retailers of Blundstone, R.M. Williams and Ugg products through over 250 stores across Canada. Mr. Ranscombe is a partner and marketing consultant to Iceberg Vodka.

About RockResorts

RockResorts, a wholly owned subsidiary of Vail Resorts, owns and operates luxury resort hotels that offer casually elegant accommodations, lavish RockResorts Spas™, renowned golf courses, award-winning dining and a variety of exciting outdoor adventures. The RockResorts collection includes The Arrabelle at Vail Square in Vail, Colo., Hotel Jerome in Aspen, Colo.; The Pines Lodge in Beaver Creek, Colo.; Keystone Lodge & Spa in Keystone, Colo.; The Lodge at Vail in Vail, Colo.; La Posada de Santa Fe Resort & Spa in Santa Fe, N.M.; Snake River Lodge & Spa in Jackson Hole, Wyo.; and The Landings St. Lucia, Rodney Bay, St. Lucia. Future RockResorts include; The Osprey at Beaver Creek (renovation to be complete in winter 2008); Tempo Miami in Miami, Fla. (scheduled to open in spring 2009); One Ski Hill Place in Breckenridge, Colo. (scheduled to open in winter 2009/2010); The Mansfield Inn at

Stowe in Stowe, Vt. (scheduled to open in winter 2010/2011); Rum Cay Resort Marina, The Bahamas (scheduled to open in 2011); and the Third Turtle Club & Spa, Turks and Caicos (scheduled to open in 2011).

Protecting the Environment and Supporting the Community

Background

In the late 1960's the Government of St Lucia approved the building of a causeway to protect the harbor at Rodney Bay, to create land for tourism development and a new public beachfront park land for St Lucians.

The protected harbor and the two parks were completed in the early 1970's. However, most of the land intended for tourism development lay idle until The Landings bought it in 2004 and launched its marketing and construction in 2005.

Construction of the first phase is now completed and the resort opened in December 2007.

Construction of the resort

Before any construction was started a comprehensive environmental survey was carried out to assess the impact of the development on the marine eco system, the fauna and flora. Important considerations were preserving the water quality and making sure waste was disposed of properly.

The site was previously bare so there was little vegetation to clear and in fact many more trees will be added, as the site will be heavily planted with a variety of shrubs and palm trees, from local sources. The first phase alone will see over 500 mature trees added to the site. This planting not only stabilizes the ground and prevents erosion but also enhances visually what was a previously barren landscape.

In the construction of The Landings and in the choice of materials, a long term approach was taken. The buildings are made predominantly from concrete and wood, the latter being sourced from Guyana and other Caricom islands where there are active reforestation programs.

"There are some sustainable elements of the development that are not the traditional mode of thinking" says Mark Benoit, Vice President - Design & Development. "The buildings are designed to meet or exceed maximum seismic and wind load codes. This ensures longevity of the development and ensures that the life cycle of the buildings will last well past the standard 20 to 30 year bench mark. The buildings are designed to easily survive a 60 to 75 year life cycle with minimal maintenance. Whilst concrete, one

of the developments main construction components, is not the most environmentally friendly material, by using concrete we will have buildings that will last a great deal longer. That in itself is a very sustainable practice with a significant positive environmental impact over the long term. When ever one can extend the life cycle of a building the long term environmental impacts are minimized.”

The buildings are orientated in such a way as to lessen the need to artificially cool the buildings and they have extensive overhangs and thick structures that, once cooled, retain lower ambient temperatures.

In terms of using renewable energy sources, the resort will be adding solar powered functions and all the ground transport and water taxis are electrically powered.

A contractor is employed to take away the waste, separate and recycle. Food waste will be used as compost on local farms to feed the animals.

With an average of 1700 mm of rain per year and a wet season that stretches from June to December, water is not in short supply in St Lucia.

Social impact and support given

From the outset and during construction The Landings has made it a priority to employ local contractors and local labour which has involved upwards of 400 people. And if a specific trade needed to be sourced off shore, local labour was paired with the off shore tradesperson to maximize the local training contribution.

The Landings has also pledged substantial financial support to a local charity ‘Grow Well’ which provides encouragement, guidance, support and training to youths in the local district.

The Grow Well volunteer based charity was established 12 years ago when it emerged that many of the social problems in the area were attributed to an increasing number of ‘youth at risk’ due to the inadequate social support services. Their programs include, amongst others; library services, computer training, education for those unable to be at school, hospitality training and counseling workshops. They also plan to expand their programs for seniors and are aiming to develop a project which will assist those wanting to start a home-based business with the help of a small loan.



The Landings support will include an annual contribution to match donations and proceeds from fund raising activities. In 2007 this totaled EC\$38,000. In addition, Landings' Resort guests will be asked to donate to Gros Islet social programs. This money will be used to support Grow Well and other programmed. Together this will more than double the charity's existing funding and as more condominiums are built and rented out, the budget could be more than tripled. In addition, The Landings will support the Hospitality Program with trainers, materials and training venues and offer job opportunities in areas such as resort hospitality, building trades, maintenance and landscaping.

Frank Heaps, CEO of The Landings says: "We want to be a good neighbor and caring citizen within the local community. We are keen to support a variety of programs which are youth orientated, where the need is greatest, so Grow Well is a perfect fit."

Buying Property in St. Lucia



There are no restrictions on a non-resident buying property in St. Lucia. The process is simple and efficient and all properties have a registered title.

An 'Alien's Landholding Licence' is required and this costs US \$1850 to buy.

A stamp duty of 2% of the purchase cost of the land and buildings (not the furniture and fittings) applies.

Conveyance fees in St Lucia are likely to be between US\$6-8,000.

On selling a property a vendor tax is payable at the rate of 5% by corporations and 10% by individuals. However if the property is purchased in the name of a St Lucian registered company, and the company is sold thereby transferring ownership of the property, only a 0.5% share transfer tax is incurred.

There is no VAT, capital gains tax or estate duties in St Lucia.

Under a special government concession rental income earned from an apartment at The Landings will be tax free for 10 years.

Flights to St. Lucia

Airlines with direct flights from UK to St. Lucia are:

- British Airways from Gatwick – Sunday and Wednesday
- Virgin Atlantic from Gatwick – Sunday, Tuesday and Friday
- Virgin Atlantic from Manchester – Thursdays
- XL Airways from Gatwick - Sundays

Airlines with direct flights from the USA to St. Lucia are:

- Air Jamaica from New York – daily except Wednesdays (Dec 15th – Jan 10th) then 3 times per week
- US Air from Philadelphia and Charlotte – Saturday and Sunday
- American Airlines from Miami – Daily
- American Airlines from JFK – 3 times per week
- Delta from Atlanta – Daily (during most of the year)

All the above international flights arrive at the Hewanorra International Airport which is approximately a 75-minute drive to the city of Castries. The other airport is George F. L. Charles Airport (SLU) which is in the capital of Castries.

Flying times from major cities:

- 3½ hours from Miami
- 4 hours from New York
- 5 hours from Toronto
- 8 hours from London

There are daily flights from Puerto Rico into the George F.L. Charles Airport in Castries via American Eagle, as well as a number of other regular daily connecting flights to overseas carriers via neighboring Barbados.

Jazz Festival

St. Lucia Jazz has become one of the major events on St. Lucia's calendar of events. Taking place in May each year St. Lucia Jazz encompasses multiple shows of acoustical/straight ahead jazz, new age jazz, fusion, rhythm and blues with acts emanating from the United States, Africa, the Caribbean, Latin America and Europe. In 1999, the festival took on a new dimension with the addition of more side attractions, i.e. other jazz performances aside from the main stage events. These additions know as the "fringe activities" have created a more festive atmosphere and allowed the local St. Lucian public to participate in these events free-of-charge. St. Lucia Jazz also extends to the South of the island with shows being held in the village of Laborie and the towns of Vieux Fort and Soufriere.

It is considered by patrons and some press as the "Premiere Jazz Festival" of the Caribbean region. George Wein (producer of over 30 Festivals worldwide) ranked St. Lucia Jazz among the top three Festivals in the world. In 1998, Motown recording artiste, Grover Washington Jr. placed St. Lucia Jazz among the best that he has ever attended.

Past headliners include: George Benson, Carlos Santana, Jose Feliciano, Gladys Knight, Harry Belafonte, Mary J Blige, and Kenny "G".

Celebrities

Celebrities that have holidayed in St Lucia recently include Rio Ferdinand, Paul Merton, Nicholas Cage, Harrison Ford, Jeff Bridges, Charlotte Church, Nicki Clarke, Duke of York, Prince Andrew and Prince Edward, Les Ferdinand, Joan Collins, Robert Plant, Whitney Houston and Bobby Brown, Morgan Freeman, Oprah Winfrey, Jermaine Defoe, Patti Labelle, Denzel Washington, John Malkovich, David Suchet (Hercule Poirot).



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High resolution photos available on request.

Visit The Landings web site at www.thelandingsstlucia.com