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Fairmont Heritage Place, Ghirardelli Square: Own the Best Seat on the San Francisco Bay for the 34(th) America's Cup (Luxury Home Included)

One-of-a-kind homeownership opportunity provides up-close view of world's oldest sporting event from the comfort of home

Limited-time America's Cup incentive on one, two, and three bedroom homes available at 1/10th deeded fractional ownership

SAN FRANCISCO—(BUSINESS WIRE)—May 10, 2011—When the America's Cup sails into San Francisco in 2013, yacht racing enthusiasts from all over the world will be scrambling to find a spot on San Francisco's waterfront from which to view the prestigious competition. Fairmont Heritage Place, Ghirardelli Square is offering new homeowners the opportunity to secure front row VIP seats during the celebrated race. Beginning May 10, 2011 through December 31, 2011, the limited-time America's Cup-inspired incentive gives new homeowners at the Fairmont-branded Private Residence Club the opportunity to lock-in their waterfront residence during the 34(th) America's Cup from September 7 to September 22, 2013. For those taking advantage of the America's Cup incentive, the Fairmont Heritage Place will be opening their lodging calendar two years in advance, offering a one-time opportunity to secure early lodging for the big race.

The unique America's Cup-inspired incentive gives homeowners a prime vantage point for viewing the America's Cup, followed by years of family enjoyment at home in one of the City's most iconic landmarks. Fairmont Heritage Place, Ghirardelli Square offers an America's Cup viewing opportunity unlike any other San Francisco property. Its location on the City's northern waterfront is situated directly along the homestretch of the America's Cup race route. And with many homes featuring waterfront views, viewing decks, and ample outdoor seating, homeowners will be ideally positioned to catch all the world-class sailing action from the comfort of their own home.

"Fairmont Heritage Place, Ghirardelli Square represents one of San Francisco's best vantage points for the America's Cup in San Francisco," says Todd Chapman, President of JMA Ventures, owners and operators of the luxury residential property. "The fact that yacht racing fans can also own the home from which they're viewing the America's Cup makes this unlike any other homeownership opportunity in the region. We're offering buyers the chance to lock in this opportunity early and take comfort in

knowing that, come race time, they know they'll have the best seat in the house -- their own house."

About the America's Cup Incentive

The Fairmont Heritage Place, Ghirardelli Square America's Cup-inspired incentive gives new homeowners who join the Fairmont-branded Private Residence Club during the dates of May 10, 2011 to December 31, 2011 the opportunity to secure lodging for as many as 14 days during the 34(th) America's Cup in San Francisco, scheduled for September 7 to September 22, 2013. Certain restrictions apply. For more information on the limited-time America's Cup-inspired incentive, please contact the sales offices at (415) 292-1000 or fhpsf.info@fairmont.com.

Fractional Ownership Opportunity

Offering 1, 2, and 3 bedroom homes for sale at 1/10th deeded fractional ownership, Fairmont Heritage Place, Ghirardelli Square has become an attractive purchase decision among the second- and vacation-home buying market. Fractional ownership at Fairmont Heritage Place allows all the benefits of full-home ownership without many of the concerns and burdens associated with a traditional full-purchase second home.

Homeowners at Fairmont Heritage Place receive 1/10(th) deeded interest in their home at Ghirardelli Square and 35 days of usage per year. The homes at Fairmont Heritage Place are built into the Square's historic former chocolate factory, an iconic, one-of-a-kind real estate opportunity that places owners within immediate proximity to San Francisco's best shops, restaurants and services. Offering easy access to San Francisco's waterfront, Fairmont Heritage Place is also within walking distance to some of San Francisco's best neighborhoods, including the Marina, Pacific Heights and Russian Hill. In addition to the distinctive location and historic charm, Fairmont Heritage Place owners can take advantage of a full complement of Fairmont-branded services, including housekeeping, concierge service, shopping and grocery provisioning upon arrival, transportation by Fairmont house car, private wine storage and much more. Additionally, with top-end in-home features and amenities already included, homes at Fairmont Heritage Place provide turnkey luxury that typically takes additional investment of time and money to install.

Beyond San Francisco and the America's Cup

The value of ownership at Fairmont Heritage Place extends beyond Ghirardelli Square and the America's Cup. While homeowners receive fractional deeded interest in their San Francisco home, they are also afforded exclusive access to additional Fairmont Heritage Place properties, as well as the collection of Fairmont and Raffles hotels and resorts around the world. Homeowners can use up to 14 days per year at these affiliated properties, which include iconic landmarks: The Plaza Hotel in New York and London's Savoy.

Homeowners also gain immediate entry into the invitation-only Fairmont President's Circle, the most prestigious designation within Fairmont's President's Club, the brand's exclusive guest recognition program.

New Model Homes Now Open

Fairmont Heritage Place, Ghirardelli Square recently unveiled two new model homes, which provide a first-hand glimpse of the property lifestyle, with the full complement of standard features and amenities on display. Luxuriously appointed and styled by interior designer Julie Jay, the two-bedroom homes were designed by award-winning Sue Firestone Associates, who carefully studied the historic building's heritage to maximize such unique original features as exposed brick walls and timber-beam supports and juxtaposed them against modern, sophisticated features.

About Fairmont Heritage Place, Ghirardelli Square

Fairmont Heritage Place is part of historic Ghirardelli Square, a brick-and-timber chocolate factory that dates to the 1860s. The Fairmont Heritage Place homes are designed to reflect their historic setting and feature original brick and wood elements that recall an earlier era while incorporating contemporary features and finishes. Fairmont Heritage Place, Ghirardelli Square is within immediate proximity to dozens of one-of-a-kind local shops and services, as well as some of the City's best neighborhoods, including the Marina and Russian Hill.

<http://online.wsj.com/article/PR-CO-20110510-911581.html>