

# For Immediate Release



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## The Luxus Group Launches The Elite Collection

EDMONTON, AB—On December 15th, 2011 Luxus Vacation Properties (LVP) was proud to announce the launch of The Elite Collection of Luxus Vacation Properties, featuring its first five properties through an initial Founder's Offering. Unique in its ability to pair a financial investment with amazing vacations and expansive properties, Luxus Elite Owners can take advantage of The Elite Collection for exclusive vacation experiences fit for the whole family.

"I'm thrilled about our new Collection, which was created after an extensive research and due-diligence process. Vacations should be fun for the whole family and we are pleased to offer luxurious properties in desirable destinations that can host larger groups," said LVP president Stephen Petasky.

### The new Elite Collection offers the following features:

- ◆ Larger size vacation properties: An average of 3-5 bedrooms, which can accommodate larger or extended families
- ◆ Preferred locations: Idyllic beachfront properties or homes in close proximity to golf courses
- ◆ Luxury and value: the average value of properties is \$2.5M, with the most expensive at well over \$3.5M

- ◆ More properties: The goal of 15 Elite properties, plus immediate access to over 60 additional properties worldwide through an alliance portfolio with Equity Estates Fund.
- ◆ Investment options: Five investment levels, including a Corporate Membership option
- ◆ Luxus privileges: Access to exclusive *Luxus Experiences* packages, such as VIP access to the 2013 Masters and 2014 Grammy Awards.

The initial Founder's Offering is now closed and The Elite Collection is in its second phase of growth.

### Background:

Research and development of The Elite Collection began in the Fall of 2011 with the goal of creating an enhanced investment opportunity, defined by Luxus Owners, that would maximize financial and lifestyle interests. Since its launch, The Luxus Group has most recently invested in what will likely be the most expensive property in the portfolio - Tuscany, Italy - as well as the Alliance Portfolio with Equity Estates Fund, based in Atlanta. Today, Owners can take advantage of the lucrative vacation property market with two distinct collections—Luxus Premiere and the new Elite Collection.

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## About The Elite Collection

The Elite Collection represents a portfolio of luxury private residences in some of the most desirable destinations around the world, with average property values exceeding \$2.5 million. With a target ownership portfolio of 15 properties, plus access to an additional 50 Alliance properties, Owners have access to one of the most extensive property collections in the world. The Elite Collection provides several different tiers of personal and corporate investment, offering unrivalled flexibility, and a chance for Owners to invest at a level that fits their specific financial, lifestyle and travel requirements.

## About The Luxus Group

Established in 2007, The Luxus Group is a professional property management company and real estate private equity group which connects lifestyle benefits with financial rewards. Under its flagship division, *Luxus Vacation Properties*, Luxus offers Owners access to over 65 vacation destinations around the world through two separate vacation home partnerships: The Premiere Collection and The Elite Collection. Owners can also access *Lifetime Experiences by Luxus*, offering once-in-a-lifetime vacation packages to some of the world's most exclusive events and desirable destinations. With a strong management team in place, The Luxus Group is currently developing other products that bring the same guiding principles and values of Luxus Vacation Properties that will address additional lifestyle and financial needs.