

FOR IMMEDIATE RELEASE

CACHET CELEBRATES CONSTRUCTION START AT SPECTACULAR ESTATES OF CREDIT RIDGE

Brampton (July 17, 2010) – It may have proven to be the high point of July and very highly attended event for Mississauga home buyers. Saturday, July 17, at 1 p.m. Cachet Estate Homes started construction on its much anticipated Estates of Credit Ridge project in Brampton.

The celebration was nearly two years in the making. That is how long it has taken to service, complete roads and sewers, build ponds and other water features and create acre after acre of parkland at this remarkable new 1,000-acre community off Mississauga Road.

The goal was to make The Estates of Credit Ridge Brampton's Paramount high-end executive community.

"I think anyone who joined us on July 17 to celebrate agreed this is truly a remarkable place to live and raise families," says Desi Auciello, P of the family company, Cachet Estate Homes.

Cachet's contribution will be 115 large, beautifully designed and meticulously built, near custom executive homes. To give a hint at their popularity, buyers have already snapped up 75 in the pre-sales stage, despite an economy still in recovery.

"We invited all of them to help us celebrate plus the civic officials who supported us through the process, the trades that will build our homes and indeed anyone who wanted to get a sneak preview of the top residential community in Peel Region," Mr. Auciello says.

To make the day and following weeks even more special Cachet is offering a free outdoor living package to new purchasers. That includes a 400-square-foot cedar patio deck, patio furniture, a top-of-the-line gas barbecue and an accompanying outdoor fireplace.

The day began with the official turning of the sod and congratulatory remarks by city officials and Desi Auciello. It then immediately moved to the party with a barbecue and entertainment for the kiddies. Guests also had the opportunity to tour the community in the luxury of an air-conditioned bus. The site was marked by a marquee tent at 9240 Creditview Road.

Those who want to see more of the joys that The Estates of Credit Ridge offers can visit the model home and presentation centre now open. Look for the signs on the east side of

Mississauga Road, 1 kilometre north of Queen Street. For more information call 416-441-3434.

There will certainly be lots to see. These remarkable homes come in three superior exterior styles: Chateau, Provincial or Traditional. A single look explains the names. Construction can be brick and stone or stone and stucco.

Within each of those exterior styles there is a choice of 20 designs. That means buyers can truly customize their homes to imprint them with their own taste and style.

Among the remaining 40 unsold homes are 4,000-square-foot, four bedroom, three-bath beauties with double car garages starting at just \$690,000. Want something considerably bigger? The largest unsold home measures 5,351 square feet, has a three-car garage, five bedrooms and sell for \$969,000.

But those are just bare bones descriptions. Think about things like rear walkouts, finished full-height basements, the option to expand living space by finishing off the loft, open plan kitchens and family rooms and master ensuites so opulent, you would swear you were in a five-star spa.

While the community is still a work in progress, there will soon be both a public and separate elementary school and even loads of shopping in a new retail mall on the southeast corner of Mississauga Road and Williams Parkway. Drive to work? You are minutes away from Highway 407, 401 and 410 and major arteries like Mississauga Road.

“My own view is that Estates of Credit Ridge is the near perfect new community,” says Mr. Auciello. “I think owning a home here, especially a Cachet Estate home is going to be a statement of grand achievement, a statement that they can be proud of for life.”

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Media Contact:

Vicki Griffiths

Vicbar Marketing Limited

Tel: 416-510-0073

Email: vgriffiths@vicbarmarketing.com