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REGALIA SPONSORS MOVIE PREMIER AT SUNDANCE FILM FESTIVAL

“Kings of California” stars Michael Douglas

MIAMI, Fla. (January 19, 2007) – Developers of Regalia, a high-end oceanfront luxury condominium on the cusp of Golden Beach, are sponsoring a Premiere Party for the film “Kings of California”, starring Michael Douglas and Evan Rachel Wood, on January 24th during the Sundance Film Festival, in Park City, Utah. Three hundred guests are expected at the party, as well as legions of media who cover Hollywood events.

“As a company who believes in the arts, we are proud to be associated with this venerable film festival,” said Avra Jain, principal of Regalia Holdings. “We support creativity in every form – from architecture to filmmaking and beyond.”

The party, to be held during the high-profile, 25-year old showcase for independent film, will celebrate one of the most anticipated film premiers at the festival. Written and directed by novelist Mike Cahill, the film explores the unusual relationship between a father, who was just released from a mental institution, and his daughter.

The creative vibe at Sundance is one that is mirrored at the 42-story Regalia. The organically shaped, sculptural building was designed by Bernardo Fort-Brescia of Arquitectonica, who took inspiration for the design from the natural elements of the beach: the wind, waves and sand. The location, 19505 Collins Ave in Sunny Isles Beach bordering Golden Beach, allowed for a more sculptural approach to the architecture, since Regalia will be seen from all sides. Sunny Isles Beach is an exclusive neighborhood conveniently located between South Beach and Ft. Lauderdale.

Regalia’s 40 single-floor residences will feature unencumbered ocean views, generous master suites with 200 square feet of wardrobe space, floor-to-ceiling windows, his and her showers and whirlpool baths. Large-scale family rooms, dining rooms, great rooms and over 2,000 square feet of terrace space are luxuries not usually associated with high-rise living, but are standard at Regalia. Buyers of Regalia have the option of

customizing their units into virtually limitless arrangements, given the presence of wet walls, which allow residents to extend water to any location on the floor plan.

Building features include an infinity-edge swimming pool set amidst lush gardens and fountains, an oceanfront gazebo with poolside shower and spa, private beachfront cabanas and a fitness center overlooking the Atlantic. Regalia is expected to be completed in 2009. Prices start at \$6.2 million.

Regalia Holdings is comprised of developers Jerry Kaufman, Avra Jain, Paul Cashman Murphy and Susanne Bak Mortensen, who have over 80 years of development experience between them. Sales have begun and are by appointment only. For more information on Regalia, call 305-573-5515.

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