



MORRISON LUXURY CONDO - SALES INITIATIVE VIDEO
APPROXIMATE DURATION: 3 mins.

Talent:

A woman in her late 30's or early 40's. Her voice is refined and soothing. She speaks slowly and with purpose, and sounds as though she fits seamlessly into this world of luxury and elegance.



1

VO: Beauty. Elegance. Class. Luxury is more than living well, it's living according to your own style. Appreciating the exquisite artistry in everything around you. Admiring a fine piece of furniture or drinking in the delicate aroma of a gourmet meal. The epitome of upscale luxury, Charlotte's growing South Park community is imbued with this vibrant energy of artistic admiration and sophistication.

Video: Morrison logo appears over a slick stainless steel texture evoking an upscale feel to set the tone. A folding page effect will make the transition in to the video

Audio: A mix of modern jazz / electronic bossanova playing softly in the background.



2

VO: And in the heart of it all is Morrison. Here, handsome condominiums overlook charming streetscapes, as gorgeous, tree-lined streets give way to the effortless refinement of the Queen City's most chic shopping destination.

Video: Modular frames will show a mix of stills with video that will go along the VO. Text will fade in and out highlighting specific features/attributes.

Audio: A mix of modern jazz / electronic bossanova continues to play in the background just below the VO.

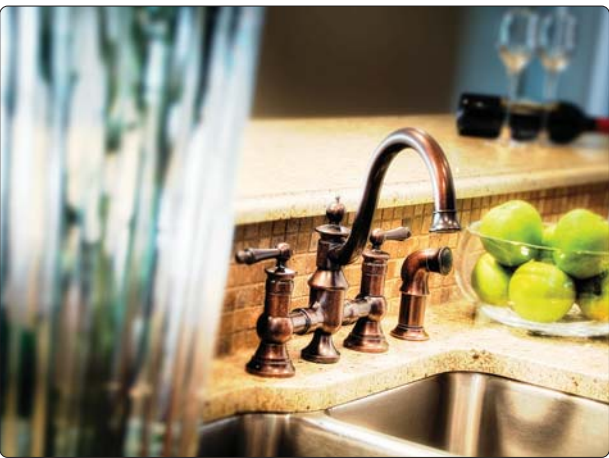


3

Audio: Within this rare community, is the opportunity to experience the elegant reinvention of upscale urban living. Outside, brick-and-metalwork exteriors seamlessly blend residences and storefronts, echoing the iconic dignity of early 20th century urban landscapes. Posh businesses and boutiques like Earthfare, Varji & Varji, Arooji's Wine Room, Barnes & Noble and Drapery Ever After offer a chance to explore and enjoy unique finds and exotic flavors.

Video: Modular frames will show a mix of stills with video that will go along the VO. Text will fade in and out highlighting specific features/attributes.

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4

Audio: In Morrison's two ultra-exclusive condominiums, you'll experience the comfort, amenities and grandeur of unparalleled indulgence. As you enter the secured lobby, a private elevator awaits to transport you to your tranquil abode. Step inside, and a sense of freedom envelops you as you experience the spacious nobility of 10.5 foot ceilings in your 3,000 square foot sanctuary.

Every detail is flawless. Custom-finishes set your home apart with a dignified style all its own, and with each step, you can feel the quality and artistry of 5-inch premium hardwood floors. Resplendent lighting fills each room with a soft glow, creating the perfect accent and ideal mood for any occasion.

Video: Modular frames will transition into full screen shots.

Audio: A mix of modern jazz / electronic bossanova continues to play in the background just below the VO.



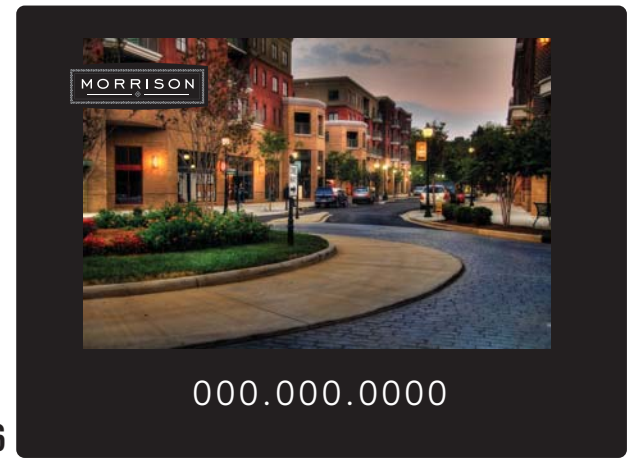
5

Audio: The busiest room of the house is also the most spectacular. With granite counter tops and stainless steel Viking Professional Series appliances, this magnificent kitchen sets the stage for casual cocktail parties and intimate dinners by candlelight.

At the end of a long day, as you take in the exquisite beauty that surrounds you, the ultimate in relaxation awaits with Roman soaking tubs and gorgeous separate walk-in showers with dual heads. As the steam melts away the stresses of the day, it's here that you can stop for a moment and truly appreciate the decadent splendor of your home.

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Audio: A mix of modern jazz / electronic bossanova continues to play in the background just below the VO.



6

Audio: Unlike any other residence in Charlotte, Morrison offers a new kind of upscale living, with a sense of glamour and attention to detail that creates an unforgettable residence. To learn more about these two prestigious condominiums and what it's like to live at South Park's most exclusive address, call: 000.000.0000

Video: Full beauty shot of Morrison with contact information.

Audio: Music fades out.