



ALLURE
LAS VEGAS

THE ALLURE OF LAS VEGAS.



“... Allure may well be one of the smarter business opportunities for buyers wanting a piece of the city’s dynamic high-rise market.”

-- Vegas Magazine, May 2007

“ Allure, Fifield’s maiden Vegas venture, is a stylish skyscraper with 427 chic residences. It has a sophisticated look and feel that embodies leisure, refinement and exclusivity.”

-- 944 Magazine, June 2007



Share the Vision....

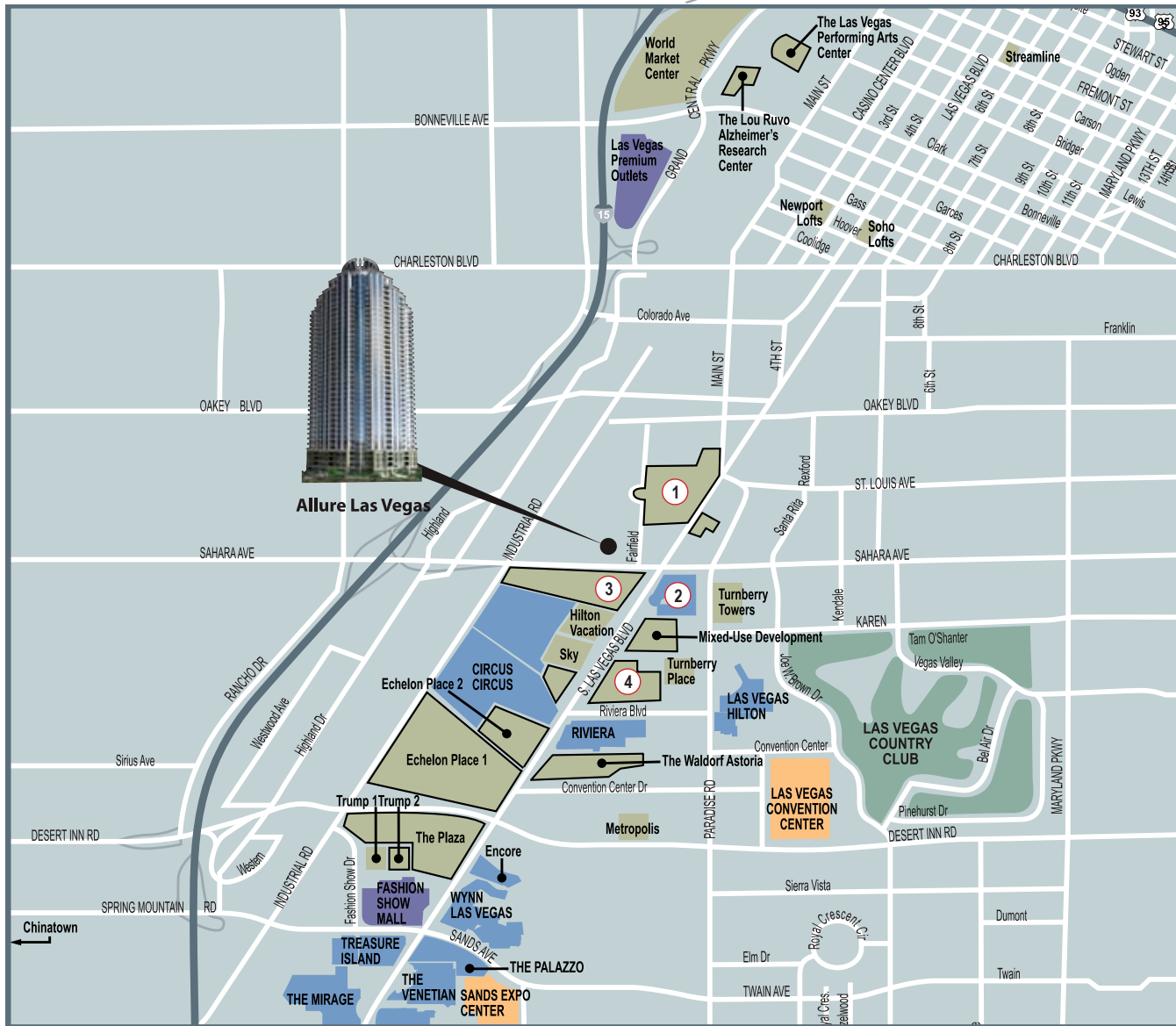
When Fifield began development of Allure Las Vegas, we knew that the North Strip was poised for tremendous growth. Now, with a flurry of recent announcements regarding property acquisitions and development projects, our vision is rapidly becoming a reality.

Allure is poised right in the middle of all of this activity, and now the rest of the world is seeing what we've known all along, that the best location and value in all of Las Vegas is at Allure.



Steve Fifield





1 Future Stratosphere Redevelopment

Goldman Sachs Group, Inc.'s real estate funds announced plans last summer to purchase the Stratosphere Casino Hotel and Tower, along with 17 acres of additional land, to redevelop the property into a resort-casino with a new convention center.

2 Future Sahara Hotel and Casino Redevelopment and Expansion

SBE purchased the Sahara Hotel and Casino last spring with plans to redevelop the hotel-casino. Plans include demolition of a 200 room tower, the addition of a 1,000-room tower, and a full renovaton of the entire property.

3 Future MGM Mirage/ Kerzner Development

MGM Mirage purchased the vacant land just south of Allure for \$535 million where they plan a multi-billion dollar CityCenter-type project with Kerzner International on approximately 40 plus total acres. With a \$2.7 billion investment, Dubai World now owns nearly 10% of MGM Mirage.

4 The Fontainebleau

The \$2.8 billion resort-casino complex is planning a late 2009 opening.

LEGEND

	Hotels		Real Estate Developments
	Retail		Future Development
	Convention Center		





**Record price fetched for 'gray-shell' condominium
Penthouse rakes in \$904.54 per foot**

-- July 30, 2007

**Deal for land may inspire building MGM Mirage
buy boosts Strip investment**

-- April 20, 2007

**MGM Mirage will spend \$444 million (\$17.2 million/
acre) to purchase a vacant 25.8-acre parcel (the land
across the street from Allure).**

-- April 19, 2007





Allure Las Vegas at a Glance....

A striking 41-story luxury condominium tower, Allure offers premium views of the Las Vegas Strip and surrounding mountains, desirable amenities and exceptional finishes. Conveniently located with easy access to I 15 and Las Vegas Blvd., Allure features 427 units and 15 distinct open floor plans with studio, one, two and three bedroom residences, as well as tower suites and extraordinary two-story penthouses.

Allure offers an exceptional value in luxury high-rise living at the Strip with residences priced at just \$400-\$600 per square foot. That is approximately $\frac{1}{4}$ the price of a residence at CityCenter, where condominiums are priced at \$1,500-\$2,000 per square foot. With MGM-Kerzner planning a CityCenter-type project across the street from Allure, on a 40-acre site purchased for \$20 million per acre, and the adjacent Stratosphere and Sahara hotel-casino sites being redeveloped into resort-style casinos, the time is now to purchase a residence at Allure.


ALLURE
LAS VEGAS
LIVE LIFE. LIVE ALLURE.



Distinctive Features

- 15 Distinct Floor Plans from 664-4,218 Square Feet
- 24 Hour Doorman
- Valet and Concierge
- Outdoor Pool Area Surrounded by Private Cabanas
- Wine Cellar
- Club Room with Catering Kitchen
- State-of-the-Art Fitness Facility
- Business Center with Wi-Fi
- Library
- Media Room with Conference Facilities



Feng Shui Design

Allure Las Vegas is the only high-rise residential development in Las Vegas offering feng shui design. Allure offers a healthy, harmonious and prosperous living environment that is truly unmatched. From spacious entryways and open floor plans to well designed kitchens clear of obstructions, that allow for natural traffic flows, Allure creates an experience unlike any other in environment where energy, nature and the universe all align. Every last detail has been carefully considered, including the angles and placement of the buildings, the shapes of the rooms, the location of doors and hallways, and even the address.



There is something new and delightfully out of the ordinary at Allure. It's Allure Now™, the exciting signature Five-Star Concierge service Allure Las Vegas offers its residents. Allure Now™ allows the distinguished buyers at Allure to enjoy all the alluring things Las Vegas has to offer.



Allure Now™'s complimentary Five-Star services include:

Aircraft/Yacht Charter
Babysitting/Nanny Service
Car Rental/Exotic/Chauffeur
Catering/Personal Chef
Concert/Show Tickets
Floral & Gift Services
General Information/Assistance
Maps/City Information
Mobile Detailing
Nightclub Reservations
Occasion Reminder Service
Party/Event Planning
Personal Shopper/Stylist
Dry Cleaning
Personal Security

Personal Trainer
Pet Sitter/Grooming/Transport
Restaurant Reservations
Shoe Shine & Repair
Spa Appointments
Tee Times
Tours/Group Excursions
Transportation/Limo Service



Southwest View




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South View




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North View




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West View




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Introducing Allure Las Vegas...




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Fifield
Building Icons

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