



**FOR IMMEDIATE RELEASE**

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**CLOSINGS BEGIN AT THE RESIDENCES AT W ATLANTA – DOWNTOWN  
WITH MOVE-INS TO COMMENCE IMMEDIATELY**

**ATLANTA** (February 2, 2012) – In just a few months since re-launching, The Residences at W Atlanta – Downtown has begun closings, with move-ins set to commence immediately and a pipeline of homes under contract. Truly compelling pricing, re-adjusted to be in-line with current market conditions, has drawn strong interest in the residences for their unparalleled finishes, fabulous views and all of the amenities and services of W Atlanta - Downtown. Available financing has enabled end-users and second home buyers to close, while others are cash buyers.

To reflect current market conditions, new pricing begins at \$199,900 for one-bedrooms and \$299,000 for two-bedrooms, representing one of the most valuable real estate opportunities in the city today. One-, two- and three-bedroom homes, along with six dramatic two-story penthouses, feature the finest five-star luxury finishes, including Gaggenau appliances, Dornbracht fixtures and floor-to-ceiling windows. Several highly appointed model residences have been refreshed by nationally recognized, award-winning designer Tim Hobby, voted one of the top 15 rising designers in the U.S. by *House Beautiful*.

The Residences at W Atlanta – Downtown offer homeowners WHATEVER/WHENEVER® concierge service, the W brand's 24/7 service philosophy; preferred access to Bliss Spa, BLT Steak®, the Living Room, DRINKSHOP and WETBAR; use of WET® heated pool, SWEAT Fitness, Pet Services, Private Helipad, Housekeeping, Wheels(SM) valet services; and Starwood Preferred Guest® Gold Membership, among other exclusive owner benefits.

For more information, explore [www.theresidencesatlantadowntown.com](http://www.theresidencesatlantadowntown.com) or call 404-524-4092.

### **About W Atlanta - Downtown:**

W Atlanta - Downtown and The Residences is an urban hideaway infused with lush natural elements promising the best in comfort and style. Opened in 2009 as the first newly built W Hotel in the city, this location thrives in the heart of downtown Atlanta where revitalization and rejuvenation beckon. Nestled amid major corporations and upscale city living, W Atlanta - Downtown provides a full contemporary lifestyle experience, featuring 237 stylish guest rooms, 76 W-branded residences, three destination bars including **DRINKSHOP** from New York-based master mixologist Sasha Petraske, the **W living room bar**, and **WETBAR**, the Atlanta debut of chef and restaurateur Laurent Tourondel's **BLT Steak®**, a glamorous zero-edge pool, signature **Bliss Spa**, state-of-the-art **SWEAT** fitness center with panoramic city views, more than 9,000 square feet of ultra modern meeting and event space, and the ultimate in WHATEVER/WHENEVER 24-hour concierge service by way of a private helipad for guests on the go. W Atlanta - Downtown has ensured every aspect of your stay will be the ultimate in southern comfort. For more information, visit [www.watlantadowntown.com](http://www.watlantadowntown.com) or call to schedule a reservation 1.888.627.8187

### **About The Marketing Directors, LLC:**

The Marketing Directors, LLC, was founded in 2007 by David Tufts. He and Adrienne Albert, Marketing Directors, Inc.'s Chief Executive Officer collaborated to create a team of the most highly experienced real estate professionals in the Southeast to service developers specializing in high density residential sales and marketing. With over 30 years of experience, The Marketing Directors is well positioned to be the solution to developers in any market condition. The Marketing Directors, LLC, represents real estate clients and developers throughout Atlanta; Houston; Daytona, Orlando, Tampa, St. Petersburg and West Palm Beach, Fla.; Chapel Hill, N.C.; Huntsville, Ala.; Jackson, Miss.; and Memphis, Tenn. The Southeast offices are headquartered in the Four Seasons Tower at 75 14th Street, Atlanta, Ga., and 121 South Orange Avenue, Suite 1500 in Orlando, Fla. For more information, visit [www.themarketingdirectorsinc.com](http://www.themarketingdirectorsinc.com) or find us on [Facebook](#).

### **About Downtown Atlanta Hotel Owner, LLC**

The Owner, Downtown Atlanta Hotel Owner LLC, is controlled by Square Mile Capital Management LLC, a private New York-based investment firm which focuses on real estate and

real estate related opportunities, including both debt and equity investments on behalf of select institutional and private investors. Square Mile takes a value oriented approach to its investment activities, with an emphasis on opportunities to acquire or capitalize assets or enterprises which are undervalued, overlooked, complex or mispriced. Since the establishment of its first fund, Square Mile's funds comprise approximately \$1.5 billion in discretionary capital, including its most recent vehicle which closed in February 2009 with \$806 million of committed discretionary capital.

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