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Rosarito -A Buyer's Market

Selective Homebuyers Seek Opulent Residences, Amenities and Finishes Similar to US Property

San Antonio del Mar, Mexico (December 17, 2007) – Amid an uncertain economic landscape, one that offers an ever –shrinking number of viable investment options, an unprecedented number of Americans are set to retire, leading many experts to forecast considerable financial struggles for America's baby-boomer generation.

But intriguing investment opportunities still exist in Mexico, where chic residences with ocean front views and luxurious amenities are available at prices dramatically lower than their Southern California counterparts.

CBS News recently reported that Rosarito is the up and coming region in Baja with one fourth of the population being American and owning 70% of the beachfront property available. Tagged as the *American dream - in Mexico*, buyers purchasing homes now will get in on a ground floor opportunity. Twenty years from now, buyers who didn't will wish they had. According to Agustin Gomez, sales director for Alea, a 45-condominium development located in San Antonio del Mar, "buyers are still actively shopping for homes and can be extremely selective. This is still a buyer's market."

The seasoned developers of Alea target empty nesters, young professionals and second home buyers and built with their homes based on a bicultural understanding of both Mexican and American homebuyers. Often desired are luxury amenities, finishes and views found in Southern California, but at a fraction of the price - Baja is still that place. Also important are recreational opportunities, good restaurants and high-speed Internet connections, especially for people who want to work from home. US retailers are mushrooming as Costco, WalMart and Home Depot grace the town providing familiar at-home conveniences for residents.

Located 20 miles from the United States and Mexico border, Alea's 45 residences are situated within the gated community of Real del Mar. Overlooking the Pacific Ocean, each residence has million dollar views. Alea's two and three bedroom condominiums sit amid full-service amenities including: an 18-hole championship golf course, a quaint village town center, equestrian center, a chapel, tennis courts, convenience stores, gourmet coffee shop, a Habana Cigar bar, a sushi bar, a Residence Inn at Marriott and a variety of casual and fine dining restaurants.

"There is a tremendous move toward condos and "lock and leave" homes," says Gomez. "Second home buyers and retirees want to pursue their own interests. They want the convenience of luxury amenities without the time spent on home maintenance."

As a second home, weekend getaway or business travel opportunity, Alea offers residents numerous conveniences such as an outdoor fitness area and yoga/meditation garden, a massage cabana, a cliff side recreation deck with sun lounges, cabanas and sand area, an outdoor social area with fire pit with seating, infinity-edge lap pool, a deck-level entertainment lounge, a multi-functional room with sliding glass doors



opening to the pool, including a kitchenette, plasma TV, and furniture - available for private functions or special events.

Additionally, 24-hour security and ample parking for residents and guests will be made available. Residents will enjoy a 24-hour business center with a printer, fax and computer with virtual concierge providing access to all amenities and restaurants in Real Del Mar including dinner reservations, as well as tee times at the golf course, spa appointments, riding lessons at equestrian center, front desk concierge, Wi-fi throughout units and common areas, and home delivery from select restaurants. Golf cart rentals are available to residents and guests for easy trips to restaurants and nearby amenities.

Baby boomers, the 76 million Americans born from 1946 to 1964 who make up 29 percent of the U.S. population, together will retire with more than \$70 billion worth of assets and much of that will be spent on real estate. Today, an estimated 500,000 to 1 million Americans along with roughly half that many Canadians make their homes in Mexico. As the up and coming region in northern Baja, homebuyers who purchase at Alea will enjoy expansive views, amenities and conveniences similar to those at home, but at a fraction of the price.