



VICTORY LOFTS

FOR IMMEDIATE RELEASE
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Victory Lofts Construction Underway and On Schedule

Tampa, FL – (November 21, 2003) – With construction financing secured from Colonial Bank, Victory Lofts, the landmark 89-unit urban loft residential development in Tampa’s growing Channel District just steps away from downtown, is well on its way toward the planned move-in date for new homeowners of Fall 2004.

“With all the deep foundation work completed and the concrete footings being poured the first week of December, we’re right on schedule,” said Nick Pavonetti, director of development, Beck Development. “In early 2004, the concrete frame will be coming out of the ground, and we anticipate hitting our target move-in date for new residents by fall.”

Owned by RSG 1013, LLC, A Giunta Company, Victory Lofts, located at the corner of 12th and Whiting Streets in the Channel District, is 68 percent sold. Two buildings, the 4-story Model T built in 1925 and the 7-story Victory, make up this largest loft project in the Tampa Bay area.

The project involves converting an existing warehouse that once stored Model T cars into 28 true loft units with 11-foot ceilings. The Victory building contains 23 loft style flats with 12-foot ceilings, 23 two-story lofts with 20-foot ceilings, 11 luxury two-story loft penthouses and 4 two-story work/live units with private on-street entrances.

(continued)

With uninhibited, expansive floorplans and contemporary design, Victory Lofts features:

Building Features:

- Secure building access with closed circuit monitoring
- Fitness center
- Multimedia room with HDTV
- Rooftop terrace

Loft Features:

- Floor-to-ceiling windows
- Polished concrete floors
- Stainless steel appliances
- Granite countertops

For more information, visit www.victorylofts.com or call Smith & Associates Realtors at (813) 839-3800 to schedule a Sales Center visit. See an actual loft kitchen, stylish furnishings provided by Diamond Furniture Gallery and the upscale finishes used to create the loft living experience. Sales Center open Saturday from 11 a.m. – 5 p.m. and Sunday from 12 - 5 p.m.

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Note to Editor:

Victory Lofts logos and renderings are available in a high resolution, downloadable files at:
<http://www.victorylofts.com/news.html>