



The Coral Company
24400 Chagrin Boulevard
Suite 100
Beachwood, Ohio 44122

p 216.765.8822
f 216.765.1066

PRESS RELEASE

For Immediate Release

Release: COS0321 – March 21, 2004 - No Kill Date

For More Information: Nicole E. Kaselak, Director of Marketing

Telephone: 216.765.8822 x 234 • Fax: 216.765.1066

The Coral Company Still Cleveland's Award Winning Home Builder

Beachwood, Ohio, March 21, 2005 – Beachwood-based real estate development organization, The Coral Company, received two awards recently at the 14th annual Cleveland Choice awards, hosted by the Home Builder Association of Greater Cleveland. Adding to Coral's long list of previously won awards for The Courtyards of Severance in Cleveland Heights, this year's accolades received were Best Exterior Architectural Design and Best Product Design for the Chopin model, one of five floor plans in The Courtyards of Severance.

This was The Coral Company's third year in a row to win awards at this prestigious award ceremony. A jury of experienced real estate and marketing professionals judged submissions from the area's top homebuilders. Continuing its award winning traditions, the firm's designs were selected from this pool of competitors who have been contending in each marketing competition for years.

Best Exterior Architectural Design Award

The Courtyards of Severance is located on Mayfield Road between Warrensville Center and Taylor Roads in Cleveland Heights. This premier community consists of 68 maintenance-free townhomes located on ten acres of the former John L. Severance estate. In designing Courtyards of Severance, The Coral Company wanted to create an urban neighborhood where its residents can enjoy the benefits of classic-inspired architecture in an unparalleled development that caters to diverse lifestyles.



Built with a distinctive European courtyard concept, Courtyards of Severance carries an unequalled sense of community that is missing from newer developments. Each townhome building has a common central courtyard, which fosters neighborliness, communication and inclusion. In addition, The Coral Company wanted to ensure that the architectural designs of varying exterior materials, subtle colors and rooflines of the townhomes are seamlessly integrated and reflective of Cleveland Heights; thereby, complementing this dynamic suburb.



The Coral Company
24400 Chagrin Boulevard
Suite 100
Beachwood, Ohio 44122

p 216.765.8822
f 216.765.1066

Best Product Design – Chopin Model

The Chopin floor design offers convenience for today's new homebuyer. The spacious layout creates a wide-open grand room, cozy breakfast nook in the gourmet kitchen and luxurious first floor owner's bedroom retreat for one floor convenient living. Two additional rooms on the second level provide guest or office space, as needed. A private patio is accessed off both the owner's bedroom and kitchen for outside living.



The Chopin also features well-appointed interior finishes, such as nine and ten foot ceilings, generous windows allowing for abundant natural light, an optional stone fireplace, state-of-the-art appliances, and quality finishes, such as granite countertops,

Moen® faucets, KraftMaid® cabinetry, Andersen® windows and Trane® heating and cooling systems.

Unique to most homebuilders, is the ability of The Coral Company to customize the floor plan design for each buyer. The Coral Company understands that each buyer has distinct and individual needs and is dedicated to delivering a product that matches those wants.

The Coral Company

Founded in 1987 by Peter Rubin, The Coral Company has developed an excess of two million square feet of office, retail, mixed-use, built-to-suit and residential space in Ohio. A leading urban developer, The Coral Company works closely with city leaders, community development corporations and neighborhoods of first ring suburbs and urban communities to shape ways to meet the unmet demand for retail services and residential neighborhoods.

Current Cleveland Coral projects include:

- Shaker Square in Cleveland, once again Cleveland's commercial, social, cultural intersection of retail and dining experiences
- The Courtyards of Severance in Cleveland Heights, the prestigious award-winning townhome community
- The Shores of Edgecliff, a brand new luxury lakefront community along Lake Erie with a private beach club
- The Hamlets of Rocky River in Rocky River, a new community in a unique English country side setting
- Domain on Lee in Cleveland Heights, the innovative mixed-use building planned for the Cedar Lee District



The Coral Company
24400 Chagrin Boulevard
Suite 100
Beachwood, Ohio 44122

p 216.765.8822
f 216.765.1066

Current Cincinnati projects include:

- Wyoming Glen located in the suburb of Wyoming, a charming award-winning community
- Goldenvue Townhomes in the Mt. Lookout/Columbia-Tusculum district, the sleek, chic new neighborhood ideal for today's young professionals

For more information about The Coral Company and the philosophy and the passion that drives the company, please visit www.thecoralcompany.com.

###