



Popularity of Cabin Townhomes Reflect Today's Resort Market

Mara Lake lakefront resort popular with families and 'Right Now' generation

Sicamous, British Columbia (June 24, 2008) Hummingbird Beach Resort, a beachfront resort on Mara Lake, today released details of its new beachfront cabin and town home resort. A unique hybrid of cottage, cabin and town home, Hummingbird is a completely different approach to the now typical Okanagan multi-storey condominium.

According to rareEarth Project Marketing, the exclusive listing agent for Hummingbird Beach Resort, interest has been high in the beachfront cabin and townhome concept, particularly with young families.

"Today's buyer wants to enjoy the resort life right now," says James Askew, president of rareEarth, "They don't want to wait and they can start enjoying the cabin at the lake experience right now."

Based on rareEarth's market research and client feedback, it was found that many of today's buyers are not as interested in the typical large scale resort amenities such as swim-up pool bars or multi-million dollar penthouse suites. Hummingbird Beach Resort instead chose to adhere to a simple, low-density development model, focused on celebrating the Mara Lake tradition of family, community and leisure.

Hummingbird has designed its beach resort to appeal to vacationers who are looking for an easy, uncomplicated holiday experience that emphasizes memorable family experiences on the Shuswap lakes. Tucked away from the busyness of life, it is located near the Town of Sicamous, the houseboating capital of Canada.

Hummingbird provides family vacationers with a reasonable entry cost recreational home option that was designed with high architectural integrity and quality to provide comfort and ease of access without having to break the bank of the buyer. The ultimate objective is for buyers to be able to invest in their family.

"Hummingbird is a very personal project for me" says George Crookshank, vice president of rareEarth Project Marketing. "My family has been a part of this community for over ten years now – we vacation here every summer. Hummingbird is exactly the

type of development that my family, the Mara Lake community and the town of Sicamous have wanted to see developed for years.

“The people that holiday here are not about “appearances” as much as quality of experience. They don’t want to take an elevator to get down to the lake – they want to walk out their front door, carrying a air mattress, not worrying about whether or not they are tracking sand in the hallway.”

With its warm year-round climate, excellent fishing, horseback riding, water skiing and houseboating, Hummingbird Beach Resort offers families a quality alternative to the frenzy of activity commonly found at high-density resort properties. Hummingbird provides a quieter, simpler way of life for those wishing to escape and spend their summers with their family in quiet retreat from the busyness of the big city.

Hummingbird Beach Resort offers buyers a selection of:

- 12 Townhomes averaging 1,883 sq. ft.; (\$975,000 - \$1.3 Million)
- 31 Cabins averaging 1,071 sq.ft.; (\$460,000 - \$550,000)
- 33 Creekside Park Model Cottage sites averaging 2,400 sq.ft.; \$325,000

Resort Amenities include:

- 500 Ft. Sandy Beachfront
- 81 slip Marina
- Pool & Hot Tub
- Hummingbird Creek
- Warm Lake
- South West Orientation

Mara Lake boasts:

- Hot summers, mild winters
- Sandy beaches and recreational trails
- An extended golf season
- Plentiful fruit orchards
- Warm Lake
- Hiking, horseback riding and water skiing

Online Media Kit (backgrounder, fact sheet, list of real estate pricing, photography):
<http://driveit.clickspace.com/linkTo/1247455/1000302/0>

For more information and high-resolution images, please contact:

Scott Henderson
dHz Media
403.921.2001
scott.henderson@dhzmedia.ca

Matt Stuart
dHz Media
403.229.9219
matt.stuart@dhzmedia.ca

Hummingbird Beach Resort www.hummingbirdresort.ca

Mara Lake Estates. Ltd Hummingbird Beach Resort is a Mara Lake Estates Ltd. development. This private company's owners have strong roots in the Okanagan and a passion for quality real estate. Inspired by fond memories of spending summers by the lake as children, and deriving great joy from reliving the experience with their own children, has shaped the developers' vision for Hummingbird Beach Resort. Great care has been taken to preserve the natural beauty of the site, to build town homes and cabins of exceptional quality, and to transform Hummingbird Beach Resort into a valued family tradition. Local trades completed the bulk of the building as part of the developer's commitment to supporting the community.