

# THE ART OF TRANSFORMATION

SALES CENTRE, 201 Front Street North, Sarnia, Ontario [www.firstsarniaplace.com](http://www.firstsarniaplace.com)



**FIRST**  
SARNIA  
PLACE

*Where lifestyle is front and center*

**Remarks by**  
**John G. Gilvesy, P.Eng., President, Riverdance Holdings Inc.,**  
**and Developer, First Sarnia Place Luxury Waterfront Condominiums**  
**on the Occasion of the Official Opening of the Model Suite**  
**August 11, 2006**  
**CHECK AGAINST DELIVERY**

Good morning, ladies and gentlemen, and welcome.

It is my great pleasure to recognize our Member of Parliament for Sarnia-Lambton, Ms. Pat Davidson and Sarnia Mayor Mike Bradley, and to thank them for breaking away from their busy schedules and for taking interest in this exciting event.

A few months ago, we officially made public our vision, a concept that in response to market conditions would transform this landmark building, a former world headquarters on this fantastic waterfront location at the heart of a vibrant community, into a world-class, mixed-use community. The transformation would combine 38 luxurious, waterfront residential condominium suites with prime Class A commercial tenants and a first-class, roof-top restaurant.

The response to date has been incredible, including nine of 38 confirmed condominium sales, identified interest from as far away as Calgary, impressive top positioning in respective Google searches, an extremely high number of unique hits to our website and national media attention... all without a model.

Today's event celebrates an important milestone: the official opening of our model suite. It is important, because it offers a first glimpse, first touch, and a first feel, where vision becomes reality.

Shortly, you will see for the first time, promised features, unique for Sarnia and, perhaps, for future residents of First Sarnia Place. As we enter the model suite, take note of:

- a layout designed to allow, even from the foyer, a peak at the anticipated view
- High, coffered ceilings, with crown moldings and recessed lighting
- Limestone, rich hardwood and marble flooring

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- Granite and marble countertops and surrounds
  - Under mount and designer sinks
  - Custom-designed cabinets
  - Kohler fixtures and Jenn Air stainless steel appliances
  - Glass-enclosed showers and radiant floor heating
  - Sound proof doors and designer series hardware
  - Oversized living and balcony areas, and finally,
  - The view – a waterside view for a lifetime!

The plan includes:

- Seven exciting floor plans on seven contiguous floors, from 6 through 12
- A building transformed to appropriately reflect its new purpose
- A new look, with new entrance and podium area
- Exercise facilities, a private patio and a multi-purpose room
- Security access, heated underground parking and locker space, and
- A fine dining experience only an elevator ride away.

All has been planned with the same attention to detail you're about to experience in our model suite. It's truly fantastic waterfront living for First Sarnia Place residents, for a better downtown and for a better community!

A strong advocate for our community at the federal level, it gives me great pleasure to invite MP Pat Davidson to speak about the important role development plays in our communities.

I'm very pleased to invite Mayor Mike Bradley to say a few words. Being the mayor of a border community, he faces many unique challenges. Mayor Bradley's continued efforts to promote downtown redevelopment, drawing in all levels of government, are well recognized and appreciated.

While not able to attend, our local Member of Provincial Parliament, Ms. Caroline Di Cocco, has sent us her congratulations and best wishes.

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Many of you already know Mel and Lindi Inch, who are our local real estate representatives for the project. They're here today and will continue to be close at hand to answer your questions about residential opportunities at First Sarnia Place.

Other members of our team here today include decorator Elizabeth Gilvesy, architect Desh Maholtra and our London area sales representative Sasha Gilvesy.

I am sure that all members of our team will be available after our event to answer your questions.

Now, we you please follow MP Davidson, Mayor Bradley and me down the hallway to officially open the First Sarnia Place model suite.

Ladies and gentlemen, please join me in raising your glasses in a toast to the success of the First Sarnia Place transformation, an exciting downtown waterfront development, and to other downtown redevelopment projects. We declare the First Sarnia Place luxury model suite officially open! Cheers!

Thank you for attending and we hope that you like what you are seeing. If you do, please tell others. We have only 35 more units. Perhaps you or someone you know will take up permanent residence at First Sarnia Place. Please take your time to explore our model suite and appreciate the spectacular view and don't forget to visit our website at [firstsarniaplace.com](http://firstsarniaplace.com).

Thank you.

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**For Further Information, Please Contact:**

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