

BRIGHT



IT'S OFFICIAL - DOMAINE DE LAVAGNAC IS **THE ADDRESS** FOR INVESTORS AND HOLIDAY HOMEBUYERS IN THE SOUTH OF FRANCE.

- The Frere Group's unique new €500 million golf and spa development in Languedoc-Roussillon is to be managed by The Address Hotels + Resorts, the award winning 5 star premium hotel brand of the Emaar Hospitality Group.
- At a time when record low UK interest rates are giving investors and savers negligible returns, at Domaine de Lavagnac the Frere Group is offering buyers a range of exclusive incentives, including a guaranteed 7% NET return for 25 years, a 19.6% rebate of French TVA and an off-plan completion bank guarantee.
- Domaine de Lavagnac is centred around a 17th century chateau, known locally as the Versailles of Languedoc. Once sympathetically renovated and restored, 70 luxurious hotel suites will be created behind the limestone turrets of The Address at Lavagnac.
- Set in 192 hectares of vines, olive groves and woodland, Domaine de Lavagnac will boast one of the largest spas in the South of France, an international golf course and golf academy, conference centre, retail village and a selection of exclusive freehold properties.

It's not just Hollywood stars like Brad Pitt and Angelina Jolie who are going Ooh La La over the charms of French chateau life.

Since the Frere Group launched the first phase of its Domaine de Lavagnac development in the Languedoc-Roussillon area of the South of France, aspiring holiday homebuyers AND the financially astute are becoming confirmed Francophiles when they see what's on offer.

Not only is the setting absolutely superb - 192 hectares of vines, olive groves and woodland, with a 17th century chateau, known locally as the Versailles of Languedoc, at its centre - but the financial incentives on offer at this new €500 million golf and spa development are also pretty magnifique, including a guaranteed 7% NET rental return for 25 years, a 19.6 rebate of French TVA and an off-plan completion bank guarantee.

Already this 5 star deal is attracting a rush of buyers as 35 properties have been reserved within the first three weeks of being released.

The reason for this success is that holiday homebuyers can reserve an idyllic two bedroom ground floor apartment at Domaine de Lavagnac, priced at €430,000, for a deposit of just €36,000, since buyers who opt for The Frere Group exclusive leaseback scheme will be entitled to a French government TVA rebate of €70,000, bringing the purchase price of the property down to €360,000. Adding to the attractions, buyers have a guaranteed yearly rental

income of 7%, giving an annual yield of €25,200, which will cover the 5% fixed mortgage AND pay the maintenance costs on the property over the 25 year leaseback period.

The rental management of the holiday homes and the management of the 70 suite luxury hotel being created within the historic chateau will be carried out by the award winning The Address Hotels + Resorts, the 5 star premium hotel brand of the Emaar Hospitality Group, who signed a contract with The Frere Group earlier this week to operate Domaine de Lavagnac.

As well as the spectacular scenery within the 192 hectare Domaine de Lavagnac development, this €500 million golf and spa retreat will offer a wealth of amenities including an international 18 hole golf course and golf academy, a state-of-the-art spa, tennis courts, swimming pools, plus a tempting selection of gourmet restaurants, a conference centre that can accommodate up to 500 people, leisure facilities including tennis courts and a selection of exclusive retail shops.

The location is also ideal, less than 15 minutes drive from the Mediterranean coast and its wonderful white sandy beaches and just 30 minutes from France's most popular city, Montpellier.

There are also five international airports within an hour's drive from Domaine de Lavagnac, offering a choice of low cost flights to this luxurious holiday destination.

Scheduled to open in 2011, Domaine de Lavagnac really is set to be the most exclusive address in the area, being the first five star tourism development in Languedoc.

Charles Cox, chairman of Residence de Lavagnac SARL, the Frere Group's development division, said: "Domaine de Lavagnac is unique in this area. The eco-friendly resort is designed as an integrated community with a retail village and world-class golf course and academy to maximise its tourism potential. To operate the hotel and residential units, we needed a partner who could bring in true value differentials. The Address Hotels + Resorts, with its track record of creating distinctive hospitality experiences, offers a perfect fit to our growth objectives.

"While many areas within the eurozone are experiencing a downturn in tourism, the popularity of this area continues to grow - an increase of 7% in tourism visitors was recorded in 2008, bringing the figure to over 10 million for the year, while Ryanair is forecasting passenger growth of 75% by 2010 in the Languedoc area's five international airports."

Cox added "This upturn is also reflected in the property market in this area of Southern France, which is one of the most vibrant in the EU, enjoying an average of 9.8% annual growth over the past decade."

Each of the 650 residential properties being built at Domaine de Lavagnac will offer unrivalled luxury accommodation. The properties, which will range

from 80 sq m to 316 sq m, will include 430 serviced holiday homes to be managed by The Address Hotels + Resorts, all of them designed in chic contemporary style, plus a further 220 stylish and luxurious permanent residences.

For buyers interested in securing their ideal place in the sun at this idyllic South of France development, and for further information on the unique 25 year guaranteed leaseback scheme on offer from The Frere Group, contact the Domaine de Lavagnac UK office on 0870 6265269 or visit the website at www.domainedelavagnac.com

For further press information or photography, please contact Nan Ensor at BRIGHT PR on 07801 855367, email: nane@brightpr.com or Sharon McEwan on 0141 248 1234, email: info@brightpr.com

Notes to Editors

About The Frere Group

The four principals of The Frere Group are the Cox brothers - Barry, Charles, Melvyn and Bobby - who over the years have amassed expertise in a diversity of successful business ventures, from golf course design and management to the development and subsequent sale of Hard Rock International for \$200 million, and from road building and construction to being involved in the second largest gold exploration company in Kazakhstan with mineral rights to over 42,000 square kilometres.

Today, the four brothers, with carefully chosen strategic partners, have joined forces to develop Domaine de Lavagnac, a €500 million luxury resort in the South of France which will include an exclusive 5 star Hotel and Spa, a championship 18 hole golf course, and 650 homes set in 192 hectares of one of the most beautiful areas of the Languedoc-Roussillon region of the South of France. For further information, telephone the Domaine de Lavagnac UK office on 0870 6265269. Or visit the website at: www.domainedelavagnac.com

About The Address Hotels + Resorts:

The Address Hotels + Resorts, the five star premium hotel brand launched by Emaar Hospitality Group sets an all-new definition for global standards of luxury. Creating a distinct positioning with the brand philosophy of 'Where Life Happens', The Address properties are situated in the most vibrant locations and target corporate, leisure and group travellers – particularly the international jetsetters and global high achievers who value personalised luxury. This modern brand focuses on a 'one size fits one' strategy where benefits to guests and service excellence are a priority. The expansion of The Address Hotels + Resorts include key destinations in the Middle East and North Africa region, the Indian Subcontinent, Asia, Europe and America over the next ten years. For more information visit www.theaddress.com