



FOR IMMEDIATE RELEASE

Media Contacts:

Oliver T. Unaka / Snowden Bishop
(310) 279-9290 / (310) 593-1840
oliver@eliteprfirm.com
snowden@eliteprfirm.com

**THE BEDFORD GROUP CELEBRATES OPENING OF VISITORS' CENTER AND
EARLY PHASE RELEASE OF ITS NEWEST COMMUNITY,
BEDFORD PARC AND BEDFORD PROMENADE AT BALDWIN HILLS**

Mixed-Use Project in South Los Angeles Offers "The Essence of Urban Living"

(Los Angeles, Calif. – September 13, 2007) – Los Angeles-based developers The Bedford Group announced the grand opening of its Visitors' Center and early first phase release at Bedford Parc and Bedford Promenade at Baldwin Hills. The new 172-unit condominium development, known as Bedford Parc/Bedford Promenade, offers one- to three-bedroom homes at the foot of Baldwin Hills, adjacent to the upscale communities of View Park and Windsor Hills. In direct response to the pent-up demand for quality market-rate housing in South L.A., **The Bedford Group will release select homes on Saturday, September 15, 2007** during an exclusive initial phase release.

"Drawing upon our many years of experience in urban infill development, we've recently identified a unique opportunity to deliver our Baldwin Hills project to an abundant, untapped crop of local, mostly first-time homebuyers," said Charles Quarles, President of The Bedford Group. "As the first large, market-rate multifamily housing community for sale within this niche urban locale in three decades, Bedford/Promenade is poised to become a vibrant residential community and a catalyst for the continued resurgence of the Crenshaw Corridor."

The Promenade at Baldwin Hills and Bedford Parc is a two-phased development that includes two mid-rise residential buildings and 9,500 square feet of office space. The 172 condominium residences are available in three floor plans ranging from 730 to 1,680 square feet, with up to three bedrooms and two baths. Each home includes oversized closets, private balconies, modern stainless steel appliances, cozy fireplaces and granite countertops accented by hand-stained cabinets. Additionally, as an enhanced feature, all homes are equipped with a state-of-the-art visual intercom system. Prices range from the low \$300,000s up to \$700,000 for select panoramic-view residences.

Bedford/Promenade is convenient to nearby Kenneth Hahn State Park, which is located a short distance up the hill. The 300-acre recreation park offers more than seven miles of nature trails, a one-half mile walking path, two fishing lakes, a lotus pond, tot lots, a waterfall trail and more than 100 picnic tables surrounded by a lush and scenic natural landscape.

- more -

"This development is a new style of home for the area and will strongly appeal to young, affluent buyers as well as empty-nesters," said Sharon Sumpter, Executive Vice President of The Bedford Group. "Young professionals who grew up in the area and attended college elsewhere in California or the U.S. will find that this community speaks to their modern lifestyle. They can walk to Starbucks, local cafes and theatres, Wells Fargo Bank, local cultural eateries and any one of four neighboring parks."

Community amenities at Baldwin/Promenade include a controlled entry gate, full-service concierge, a lap pool and fitness center with gym-quality exercise equipment, as well as communal spaces for informal socializing.

"The Bedford/Promenade community is a bold and timely concept that raises the level of excellence, employs critical principles of urban development, and redefines the essence of urban living in South L.A.," continued Sumpter. "While investing and living in a community they know and believe in, Bedford/Promenade buyers will enjoy services and upscale amenities that were formerly reserved for infill projects in high-priced neighborhoods on the Westside and certain parts of revitalized Downtown Los Angeles."

The Information Center at Bedford/Promenade is open daily from 10a.m to 6p.m. The Center is located on Santa Rosalia at Stocker across from the Baldwin Hills Crenshaw Plaza. Representatives of **The Bedford Mortgage Corporation, an affiliate of The Bedford Group, will also be on-site to pre-qualify buyers and provide information on financing.** For more information, visit www.thebedfordgroup.com or call 800-606-4954.

About The Bedford Group

Founded more than 20 years ago, The Bedford Group has been an integral part of urban development throughout Southern California, and company President Charles Quarles himself is a product of the community who graduated from Jefferson High School. The private real estate development firm is committed to spotlighting strategic infill opportunities and delivering upscale market-rate homes throughout the vastly underdeveloped and genuinely urban neighborhoods of Los Angeles.

The firm is also actively constructing nearly one-dozen communities throughout California, with plans to engage in tactical revitalization efforts nationwide. The Baldwin/Promenade project is The Bedford Group's second project in Baldwin Hills. It follows the successful Terra Nova project, a community of 55 townhomes that sold out in less than six months.

As one of Los Angeles' most active urban infill development companies, The Bedford Group has developed a reputation as a builder of uncompromising quality and style. Attention to detail, commitment to excellence and productivity, and sincere dedication to the housing needs of urban enclaves demonstrates the core values of The Bedford Group. The company's flexibility in the marketplace has allowed it to develop in accordance with cyclical real estate markets. Whether building exclusive custom estates, affordable housing communities, market-rate townhomes, luxury condominiums or upscale mixed-use projects, The Bedford Group is committed to building safe, attractive homes and developing communities with lasting value.

###