

First American Beachfront Active Adult Community Going Up on Mexico's Pacific Coast

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California's largest non-profit provider of senior living communities is teaming up with a Mexican company to build an exclusive active adult (50+) community on the Mexican Pacific Coast, just north of Puerto Vallarta. To be called Luma, it is billed as the first American-developed, full-ownership, active adult beachfront community in Mexico.

Designed for residents age 50 and over, Luma's unique blend of setting, style and services, including a Lifestyle Concierge Program, will facilitate its promise of "active adult living reimagined," according to a news release. The developers say it is a "new way for active adults to live life their way."

Located in the resort area known as Paradise Village on the Bay of Banderas in Nuevo Vallarta, Luma is about 30 minutes north of Puerto Vallarta and 15 minutes north of the airport.

Luma is now accepting reservations and forming a priority sales list. Although construction will not begin until Fall, with the first phase of residences set to open in Fall 2008, Luma is now accepting reservations.

Anticipated pricing for Luma residences will range from the low \$400,000's to \$1.2 million; sales representation will be provided by Prudential California Realty, Vallarta Division.

Luma is expected to be completed within four years, offering more than 400 residences including 264 beachfront residences. The remaining units will be built in a marina low-rise setting.

The residences on the beachfront will range from approximately 1,800 to 3,800 square feet and have both beach and mountain views. Residences will feature designer kitchens with high-end appliances, 11- to 13-foot high ceilings, glass walls and large terraces for indoor/outdoor living.

Half of the residences will feature "wrap-around" terraces on three sides. A limited number of penthouse units with private pools and palapas will be offered.

A Front Porch Development Company project, Luma will be built in partnership with Mexico-based Grupo Krone, a real estate development company founded in 1996 with communities in Mexico and the United States. Front Porch Development Company is the real estate development partner of Front Porch, California's largest non-profit provider of senior living communities.

"Luma will create a new standard in active adult living," said Bill Jennings, president of Front Porch Development Company. "Never before has the convenience and adventure of resort style been combined with the warm sense of community of active adult living."

"That's the Luma lifestyle." Luma's beachfront common space features will include a large lobby lounge providing panoramic Pacific Ocean views, café and bar, library, wellness center with exercise room, massage, Pilates and yoga center, saltwater infinity pools, bocce court, sports/game room, art gallery, information center, sundries shop, ocean view terrace with lounge seating, and a large meeting room for up to 75 people. The marina will feature an arts and crafts center, aviary and amphitheater.

Local artwork will grace Luma's common spaces and complement the property's magnificent ocean and mountain views. Emphasis will be placed on preserving the plant and animal life native to Nuevo Vallarta, which is home to a beautiful tropical lagoon. Protection of a historic nesting area for local sea turtles will be a key aspect of this preservation effort.

An innovative feature of the Luma concept blends active adult living with personal lifestyle support services. Each resident has access to a Lifestyle Concierge who will facilitate the Vallarta lifestyle adventure based on each individual's desire and preference. Simple arrangements from airport transfers, restaurant reservations, maintenance and housekeeping, to art excursions and personal chef services, to 24-hour live-in personal service, can be facilitated as requested (additional costs apply). Through this unique program, Luma becomes the experience designed by the individual resident.

Luma's location within the Paradise Village resort area, an established English-speaking enclave with restaurants, hotels, marina, sports and spa facilities, will give residents easy access to championship golf, boating and fishing as well as shopping. The Paradise Village shopping mall features 100 stores ranging from supermarkets to artisan boutiques and is within walking distance from Luma.

The Luma experience will feature adventure, community and well-being. Front Porch's goal at Luma is to create a community that will, over time, create a level of comfort, security and camaraderie such that residents will consider each other as family.

Front Porch is California's largest non-profit provider of senior living communities. The group was formed with the merging of California Lutheran Homes and Community Services, FACT Retirement Services and Pacific Homes to create a progressive new senior service system that responds to the needs of individuals within a community setting. The Burbank, California-based organization is comprised of 13 retirement communities in California, Louisiana and Florida.

Dedicated to enhancing the lives and lifestyles of seniors, Front Porch creates communities that "celebrate the art of the individual." Each Front Porch community offers a unique style with a broad range of choice and service, offering residents the opportunity to "live life their way."

For more information on Luma, call toll-free 866-554-LUMA (866-554-5862) or visit <http://www.LumaLiving.com>