

PROGRESSIVE,
CONFIDENT,
BRILLIANT,



Miami – one of the world's most exciting cities. Brickell – the city's most prestigious and exclusive neighborhood... along its edge, the sparkling waters of Biscayne Bay... at its heart Brickell Avenue, the main corridor of business, leisure, progress and innovation.

In the center is BrickellHouse – Miami's newest and most-cutting edge residential address and the ultimate statement of sophisticated, modern, connected urban living. This is a life filled with advanced technology... with opportunity and potential. The future of urban living has arrived. Here, and only at BrickellHouse.

MIAMI'S MODERN MOVEMENT

There is an energy that thrives in the downtown environment of BrickellHouse. It is electric and sleek like the glow of lights and the texture of steel and glass. Life in Miami's Brickell area moves at the speed of technology. International business, government, education, world travel, entertainment, arts and culture all thrive here. City sidewalks bustle with a mix of work and play, of power and pleasure. At BrickellHouse, it is yours in an impressive new way.



INTELLIGENT BY DESIGN

Sophisticated and smart, BrickellHouse symbolizes the progressive lifestyle of Miami's new breed of urbanites. Light streams in through floor-to-ceiling windows, offering inspiring views of city skylines and the crystal-blue horizons of Biscayne Bay. Open layouts are highlighted by high-end finishes and high-tech conveniences. State-of-the-art is your new state-of-being with smart building technology, an effortless, fully-robotic automated parking garage, high-speed communications and a wealth of green features that minimize your carbon footprint.

In every way imaginable, your residence reflects a forward-thinking attitude to life and aesthetics.



Artist's Conceptual Rendering



THE WORLD'S CUTTING-EDGE METROPOLIS

Few places on the globe capture the world's attention like Miami. A land of sandy beaches, skyscrapers, all-night entertainment, fine dining with cuisine from around the world, and more four-star hotels per square mile than anywhere else in the South Eastern US. BrickellHouse is located at the epicenter, in the city's most elegant and progressive neighborhood, just moments away from other popular destinations like Miami Beach, Key Biscayne, Coconut Grove, Coral Gables and many more.

And, it's only getting better - with several large city-defining urban projects set to arrive at the same time as BrickellHouse. Already in the planning stages is the \$3 billion Resorts World Miami, a 10-million-square-foot complex that is slated to include Miami's first casino, a bay-front promenade, convention center, restaurant and retail space, offices and residences. Also coming soon is the next generation of the Miami Art Museum (MAM), which features international contemporary and modern art and one of the area's largest art education programs.

Designed by Herzon and de Meuron, the new MAM will be located in the heart of water-front Museum Park and, along with Art Basel, puts Miami squarely in the forefront of the world's international art and museum circuit.

Already welcoming residents and visitors from around the world, however, is the Frank Gehry-designed New World Symphony as well as the Adrienne Arsht Center for the performing arts – home to the Florida Grand Opera, the Miami City Ballet and numerous Broadway touring productions.

A stellar professional sports scene makes its home here too, with teams such as the Miami Heat, the Miami Dolphins and the newly relocated Miami Marlins with their brand-new retractable-roof stadium. All this where active lifestyles are defined by boating, golf and tennis, international fashion and high-end design, an eclectic local music scene and much more right outside your BrickellHouse door.



- | | |
|---|---|
| 1 American Airlines Arena | 18 Cocowalk Shopping Center |
| 2 Adrienne Arsht Center for the Performing Arts | 19 Shops at Sunset Place |
| 3 Miami Children's Museum | 20 Miami Seaquarium |
| 4 Jungle Island | 21 Wynwood Art District |
| 5 Miami Dade Community Freedom Tower Gallery | 22 Marlin's Ballpark |
| 6 Vizcaya Museum and Gardens | 23 Dinner Key Marina |
| 7 Miami Science Museum & Planetarium | 24 Crandon Park Golf Course |
| 8 The Shops at Mary Brickell Village | 25 Sony Ericsson Tennis at Crandon Park |
| 9 The Shops at Midtown Miami | 26 Crandon Park Beach |
| 10 La Gorce Country Club | 27 Bayside Marketplace |
| 11 Holocaust Memorial on Miami Beach | 28 Port of Miami & Cruise Ship Terminals |
| 12 Lincoln Road Mall | 29 Miami Beach Marina |
| 13 Bal Harbour Shops | 30 Granada Golf Course |
| 14 Miami Beach Convention Center | 31 UM Jackson Medical District/Palmer Eye Institute |
| 15 The Fillmore Miami Beach at the Jackie Gleason Theater | 32 Museum Park |
| 16 Village of Merrick Park | 33 New World Symphony |
| 17 University of Miami | |

THE CENTER OF MODERN LIVING

Within the Miami metropolitan area, Brickell enjoys the unique reputation as the neighborhood renowned for the absolute finest the city has to offer. BrickellHouse is set to be the pinnacle of this community, with its prestigious location along Brickell Bay Drive, less than a block from Biscayne Bay and Brickell Avenue. From this vantage point, BrickellHouse will be a landmark residential destination, offering a central location for business, pleasure and everything in between. Best known for banking, finance and commerce, today's Brickell area is also a favorite hot spot for dining, entertainment and the arts with some of Miami's most recognizable and highest-end destinations all nearby.

Mary Brickell Village, only a few blocks from BrickellHouse completes this scene with chic shopping, dining and entertainment. Nationally and internationally known restaurants, world-class fashion boutiques, jewelers, nightclubs, and bars keep this destination alive with energy. And in a short time, the Brickell area will welcome Brickell CitiCentre – 4.6 million square feet of top-end retail, office, residential and hotel towers that are expected to be the country's largest urban mixed-use LEED development project. And, with the recent opening of FIU Downtown on Brickell, a new three-floor facility offering International and Public Affairs programs and degrees such as a Master of Arts in Global Governance, Brickell will only continue to grow in character and prestige.





DEVELOPER NEWGARD DEVELOPMENT GROUP

Almost since its beginning, Miami has enjoyed a reputation as one of the world's most forward-thinking cities. Fashion, culture, entertainment, international relations and global commerce have all cemented this city's position as a leader in thought and action. How fitting it is then, that a visionary developer such as the Newgard Development Group is now unveiling what is certain to be the future of urban living with their all-new residential project, BrickellHouse.

"Over the past 10 years, we've noticed that most development projects stick to the same, standard formula," says Harvey Hernandez, Chairman and Managing Director of Newgard. "Build it fast, build it cheap, move on to the next development. BrickellHouse is meant to change all of that." It is also his intention that BrickellHouse become the flagship residential property for the Newgard Group, quickly emerging as an innovator in South Florida real-estate development, backed by the rich expertise and strong track records of its executive team.

"We've chosen amenities for BrickellHouse that are only found in a few developments around the world, and nowhere else in Miami and metropolitan South Florida," says the intense and energetic developer. Among these are features like an automated robotic parking garage, an exclusive owners' lounge, resort-quality spa, and a first-of-its kind flexible living program that allows residents to maximize the enjoyment and rewards of ownership. "This is what Brickell needed," Hernandez states. "It is what will fuel the future economic growth and social standing of the area."

The sentiment is echoed by Newgard's Vice President of Development, and long-time resident Kenneth Baboun. "For as long as I can remember, Brickell has been considered the most advanced, the most savvy, the most connected... and yet, no one had infused these qualities into any of the new developments of the past several years, until now." Indeed, even as the rest of the country experienced a slow-down in urban residential sales, Miami saw its condominium inventory with downtown proximity decrease from 23,000 available units to just 4,000, signifying a real demand for upscale urban living. But, satisfying demand alone has never been Newgard's sole motivation. Senior Vice President of Development, Marc Coleman, explains. "We practice under a philosophy that just about anyone can build what people want right now. It takes real vision and experience to anticipate what they'll need in the future and to make sure what we create continues to deliver for their lifestyle over time."

To that end, Newgard has ambitious plans for BrickellHouse. "We intend for BrickellHouse to have a significantly smaller carbon footprint than projects of similar size and quality," offers Hernandez. "The automation of our robotic parking garage, our choice of materials and resources, utility design, energy consumption, building maintenance, integrated commercial and residential aspects, landscape considerations... these are all characteristics that will help save resources and redefine urban living." In a city that has long been the vanguard when it comes to energetic, sophisticated and connected lifestyles, it appears that the time has finally come where Miami will again be the pioneer in what city living can offer. The time has most definitely come for BrickellHouse.



HARVEY HERNANDEZ
Chairman & Managing Director

Fueled by an in-born creativity and armed with an entrepreneurial spirit, Mr. Hernandez first began his involvement with cutting-edge real estate development during the 90's as a hands-on investor in the rapidly expanding Miami market. From his committed and direct personal involvement, Mr. Hernandez was able to create a dynamic formula for building, marketing and delivering condominium projects that ensured both high quality finishes and timely completion.

In 2001, Mr. Hernandez founded H&H Development Co. – a \$260 million multifamily development firm that specialized in high-rise residences with a luxury edge. In a short two-year time period, the company amassed an impressive portfolio of 2.4 million square feet of active development. On the foundation of this success, Mr. Hernandez formed Newgard Development with a vision to revitalize the high-end residential market in South Florida with a more comprehensive product that delivered the best in location, amenities, finishes, design and lifestyle. BrickellHouse is the latest achievement under this visionary approach, and is set to become a flagship property for Newgard and the city of Miami.

hhernandez@newgardgroup.com



MARC S. COLEMAN
Senior Vice President of Development

With over 25 years of leading-edge design and development experience, Mr. Coleman's expertise in luxury development has spanned the country from Texas to New York and from California to South Florida. His experience encompasses hundreds of thousands of square-feet of completed residential and mixed-use developments totaling nearly 2 billion dollars worth of investment.

Educated as an architect and engineer, Mr. Coleman has spent most of his career leading development teams in various aspects ranging from design and concept, to building and construction, to marketing, branding and sales. Mr. Coleman's extensive experience and unparalleled commitment to high quality results are some of the many advantages he brings to Newgard.

Mr. Coleman is a graduate of the Massachusetts Institute of Technology, where he earned his Master of Science in Real Estate Development. He is also a graduate of the University of Texas at Austin, where he earned degrees in Architecture and Architectural Engineering. Mr. Coleman is a licensed architect in Texas and Florida, and has served as a member of the Aventura Marketing Council, the Miami Beach Development Commission and the American Institute of Architects.

mcoleman@newgardgroup.com



KENNETH BABOUN
Vice President of Development

For nearly a decade, Mr. Baboun has brought his financial insight and expertise to international businesses in the communications and real estate industries. He now brings his hands-on, results-oriented approach to Newgard as Vice President of Development. In this role he oversees engineers, architects and consultants in order to balance excellent quality with established budgets. As such, he routinely evaluates costs, investments, key performance indicators and project progress. He also devotes extensive time to the management of internal stakeholders from the construction, development, environmental, legal and other functional groups related to the BrickellHouse project.

Mr. Baboun was the 2005 recipient of the Visionary Award from the Developers and Builders Alliance. He attended Bentley College in Waltham, MA where he studied both Business Management and Information Technology.

kbaboun@newgardgroup.com

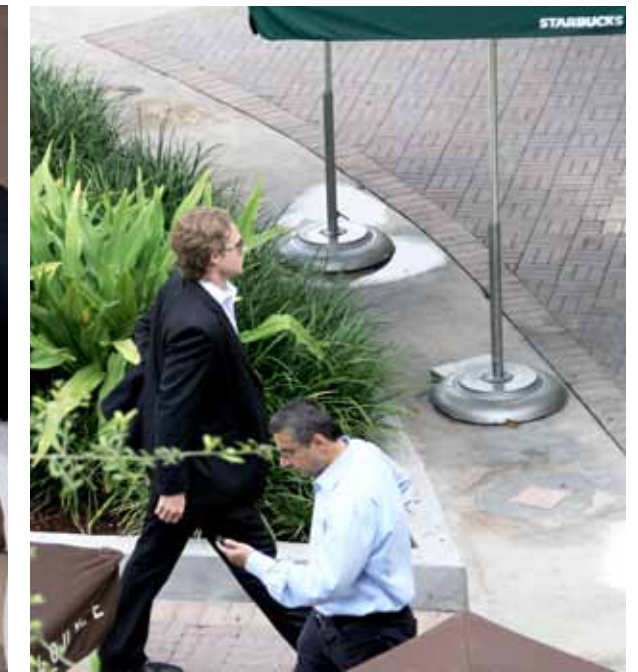
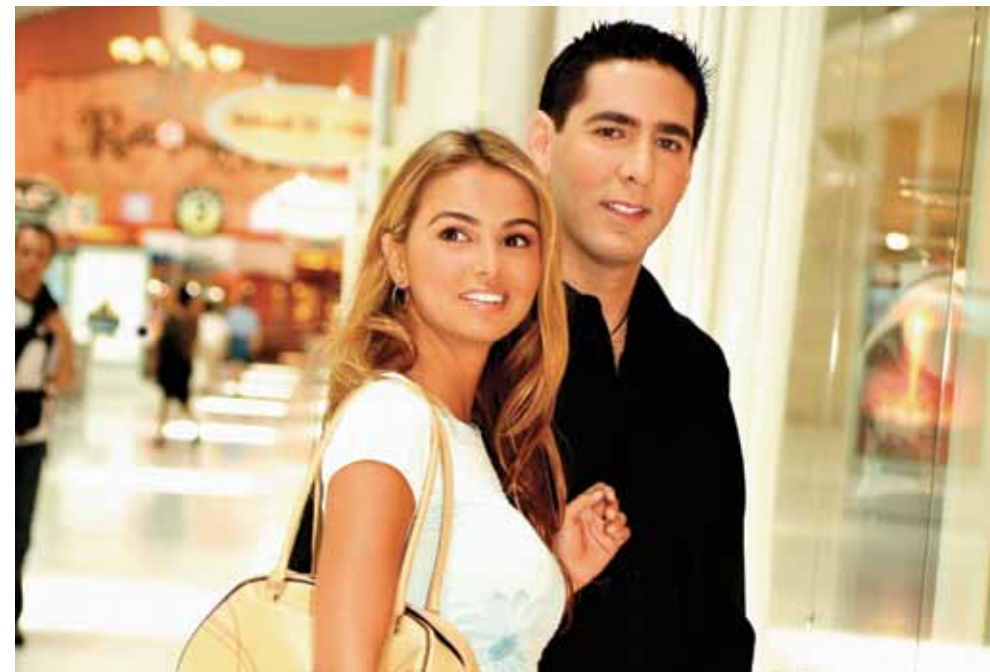


FLEXIBLE LIVING

In keeping with the innovative character of BrickellHouse, the lifestyle options available to residents are as rewarding as its world-class design and advanced amenities. The most noteworthy aspect of this philosophy is the Flexible Living program that offers property-management services for a variety of scenarios.

Whether you live in your BrickellHouse residence year round, split your time between different residences on a seasonal basis, or you travel frequently for business, BrickellHouse can make sure your residence is maintained to your exacting standards and/or allow you the opportunity to place your residence in an exclusive leasing program for extended-stay visitors to the downtown Brickell area. These Flexible Living options include:

- A hands-free maintenance program for mechanical, plumbing, electrical systems, appliances and light bulbs.
- Elite-level housekeeping on a daily, weekly or monthly basis.
- In-house lease management program. No outside brokers or marketers required.
- Furnishings and finishes service that makes your designer-ready residence ready for occupancy or inclusion in the leasing program.
- Amenities program for guest towels, toiletries, dinnerware and other rental essentials.
- Concierge-style services available such as room service, travel arrangements, grocery delivery and restaurant reservations.



BUILDING AMENITIES

BrickellHouse is where technology meets top-of-the-line design aesthetics...all in Miami's most desirable neighborhood.

Building Features:

- Prime location in downtown Brickell
- Stunning landmark architecture
- Pedestrian-friendly street-front restaurant/retail spaces with outdoor terraces
- Impressive glass-enclosed corner café/bar with perimeter reflecting pool
- Modern paved sun-lit arrival entry
- Grand triple-height lobby accented with stone, wood and stainless steel finishes
- 24-hour welcome desk with concierge
- 24-hour guest valet
- 24-hour access control
- Advanced smart-building technology throughout with high-speed wireless internet access in common areas
- Cutting-edge green-building technology that includes a secure, state-of-the-art, fully automated parking garage
- 6 high-speed controlled-access elevators
- Private Owner's Lounge with event bar, catering kitchen, daily world newspapers
- High-definition screening room with 10-foot screen and theater-style seating
- Beautifully landscaped, elevated Resort Deck with putting green and summer kitchen
- 50-foot-long lap pool with poolside cabanas and large heated whirlpool spa
- Elegantly furnished Resident Club Room with conference/meeting rooms
- Children's playroom with access to Resort Deck
- Luxury Health spa with sauna, steam and private treatment rooms
- Fully equipped, state-of-the-art fitness center with HD TVs and wireless audio
- Exclusive member/residents-only 46th floor roof-top swimming pool and sun deck with stunning water and skyline views



The features, plans and specifications described above are proposed only, and the developer reserves the right to modify, revise or withdraw any or all of the same in its sole discretion and without prior notice. Without limiting the generality of the foregoing, developer reserves the right to substitute any of the foregoing with items or similar or better value, in developer's sole opinion.

RESIDENCES AMENITIES

Innovative and unconventional, every residence at BrickellHouse is infused with modern conveniences and contemporary design that redefines urban living.

Residences Feature:

- Beautiful Biscayne Bay and/or City views
- Spacious modern layouts from 500 to 5,000 SF - including studios; one-, two-, and three- bedroom residences; and penthouse units
- Expansive private balconies accessible from living rooms and master bedrooms
- Smooth-finished ceilings ranging from 9' to 12' in height
- Spacious walk-in wardrobes in master bedrooms
- Floor-to-ceiling sliding-glass doors and sound-reducing, impact-resistant laminated glass throughout
- Advanced smart-building wiring for HD TV, multiple telephone/data lines and ultra high-speed internet access
- Individually controlled, energy-efficient central heating and air conditioning systems

Premium Units Feature:

Penthouse Units Feature:

Gourmet Kitchens

- Imported European cabinets with premium hardware and drawer pulls
- Modern stainless steel refrigerator, oven, cook-top, microwave, dishwasher and sink disposal
- Elegant imported stone countertops and backsplashes
- Spacious contemporary stainless steel under-mounted sink
- Stainless steel high-arc gourmet faucet with integrated sprayer

Gourmet Kitchens

- Imported European cabinets with premium hardware and drawer pulls
- Premium built-in stainless steel refrigerator, convection oven, induction cook-top, microwave, integrated dishwasher and ultra quiet sink disposal
- Elegant imported stone countertops and backsplashes
- Spacious contemporary stainless steel under-mounted sink
- Stainless steel high-arc gourmet faucet with integral sprayer

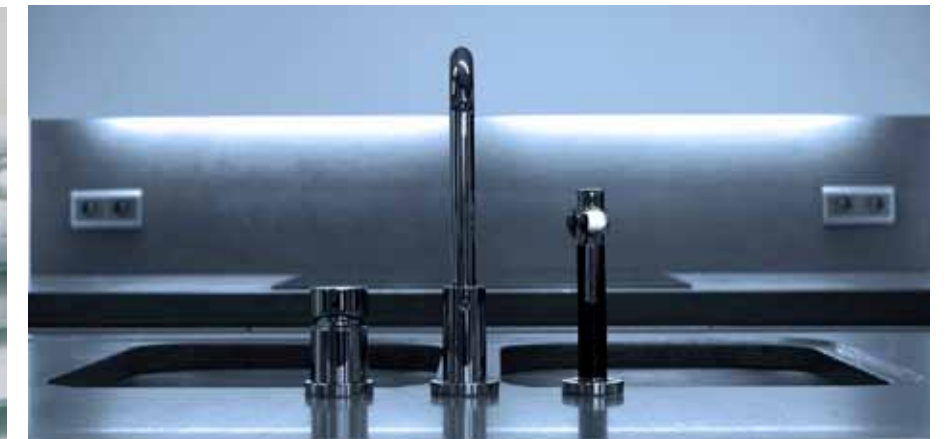
Master Bathrooms

- Imported European cabinets with premium hardware and drawer pulls
- Elegant imported stone countertops and backsplashes
- Dual porcelain under-mounted rectangular sinks
- Custom-finished floors and walls in wet areas
- Frameless glass shower enclosures
- Spacious, extra-depth soaking tubs
- Premium European-style fixtures and accessories

Master Bathrooms

- Imported European cabinets with premium hardware and drawer pulls
- Elegant imported stone countertops and backsplashes
- Dual rectangular porcelain under-mounted sinks
- Full-size vanity mirrors
- Custom-finished floors and walls in wet areas
- Frameless glass shower enclosures
- Spacious, extra-deep soaking tubs
- Premium European-style fixtures and accessories

Not all features available in all units. Features, amenities, specifications, dimensions and heights are subject to change without notice. The features, plans and specifications described above are proposed only, and the developer reserves the right to modify, revise or withdraw any or all of the same in its sole discretion and without prior notice. Without limiting the generality of the foregoing, developer reserves the right to substitute any of the foregoing with items or similar or better value, in developer's sole opinion.



SOUTH EAST VIEW



NORTH VIEW





NEWGARD DEVELOPMENT GROUP

The team at Newgard Development has spent 30 years directly involved in the South Florida multifamily real estate market. Founded by Harvey Hernandez, Newgard's highly skilled executive team brings more than 50 years of combined experience in design, development, marketing and construction. Hallmarks of the Newgard approach to development include creating innovative luxury buildings in desirable, centrally located neighborhoods, pedestrian-oriented lifestyles and cutting edge amenities. Project designs reflect a commitment to delivering the latest architectural features and amenities while

providing for the needs of residential and commercial tenants. The Newgard dedication to quality extends to its professional construction team, insuring superior attention to detail, exceptional finishes and timely completion.

In addition to BrickellHouse, the Newgard team's recent projects include Solaris in Brickell, Gallery Art in the Miami Arts District and City Palms in Downtown West Palm Beach.

YABU PUSHELBERG

Yabu Pushelberg has been creating timeless and artistic designs worldwide for 30 years. With studios in New York and Toronto, the design studio is divided into 6 teams comprised of design and project management personnel specializing in luxury design.

Yabu Pushelberg has been honored with being named by Town & Country magazine as two of the "101 People You Must Meet in 2011" and by Conde Nast Traveler magazine as the "Hot Interior

Design Firm" of 2011, Platinum Circle Award, for their exceptional achievement in the hospitality industry, as well as, the James Beard Foundation award for excellence in Restaurant design. Partners George Yabu and Glenn Pushelberg were named Designer of the Year by Contract magazine, and have been inducted into the Interior Design magazine Hall of Fame



THE SIEGER SUAREZ ARCHITECTURAL PARTNERSHIP

The Sieger Suarez Architectural Partnership enjoys a distinguished 30-year reputation for award-winning design. Included in its wide spectrum of project experience, which encompasses over ten billion dollars' worth of residential real estate, are many of the most prestigious, successful and award-winning projects in South Florida. These include The St. Regis Bal Harbour, ICON Miami Beach, and Apogee in South Beach and Trump International Sonesta Beach Resort in Sunny Isles.

The firm's named partners, Charles Sieger and Jose Suarez, and their designs have been featured in numerous local, regional and national journals and publications, making it among the most reputable and respected architectural firms in the United States.

William A. Eager founded EGS2 Corporation in 1993 as a full service Landscape Architectural and Land Planning firm, along with partners Charles M. Sieger, Jose J. Suarez, and Ronald I. Gaines. Since its inception, the firm has been responsible for numerous landmark high-rise residential projects throughout South Florida.

www.siegersuarez.com

CERVERA REAL ESTATE

Miami-based Cervera Real Estate has been South Florida's industry leader in condominium sales for more than four decades. The company was one of the area's first brokerages to market extensively on an international scale, a trend it continues to broaden through strengthening its global relationships. Today, Cervera's team of more than 250 professionals specializes in representing Miami's premier residential towers, making them the broker of choice for the sale and purchase of the latest luxury developments.

More information can be found at www.cervera.com, Twitter (@cerveraRE) and Facebook (CerveraRE).

www.cervera.com

JOHN MORIARTY & ASSOCIATES

John Moriarty & Associates (JMA) was founded in 1985 with a commitment to providing the best possible construction management services in the industry. Since that time, the firm has established offices in Winchester, Massachusetts; Hartford, Connecticut; Alexandria, Virginia and Hollywood, Florida. JMA has now grown to become one of the industry's most respected construction management firms, with a proven track record for delivering superior results on a variety of project types; from high-rise office construction in urban settings to complicated laboratory and health care facilities to high-end luxury residential projects. The South Florida office based in Hollywood has completed some of the most prominent residential towers in Miami, including ICON Brickell, Apogee South Beach, 50 Biscayne and ICON Miami Beach.

www.jm-a.com

ARTEFACTO

For 35 years, Artefacto has been the name behind some of the most sought-after international design and furnishing products. Under the direction of a skillful team of dynamic professionals, the company's design philosophy has focused on bold expressions of international trends. Their genius lies in their ability to mix materials like stainless steel, rattan, leather, linen, exotic hardwoods and glass into distinctive pieces inspired by global ideas. From the contemporary flair of northern Italy to the sensuality of southern France to the austere simplicity of Asian cultures, Artefacto blends them all seamlessly with the spirit and casual lifestyles of Brazil.

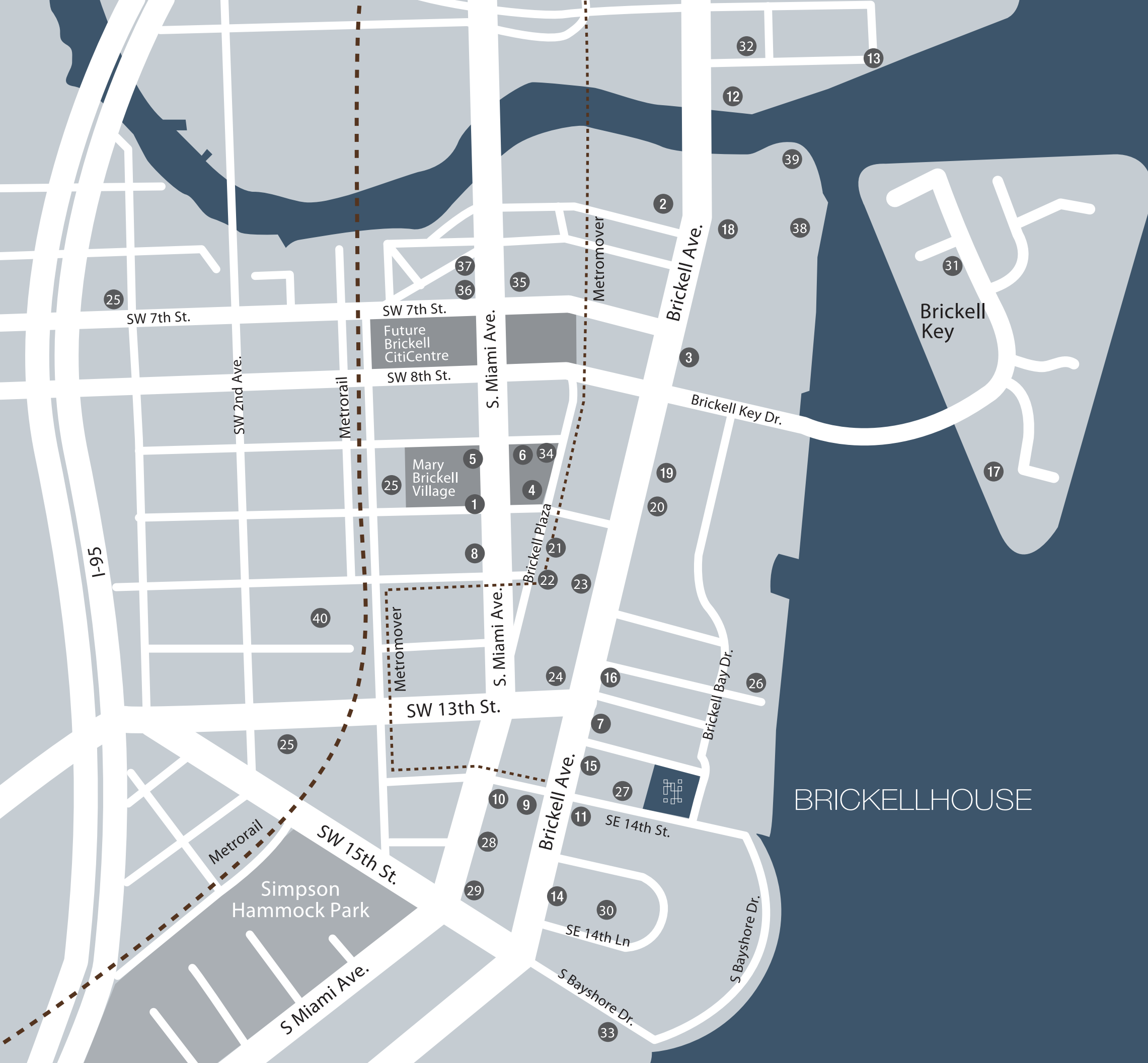
www.artefacto.com

TRUST HOSPITALITY

Trust Hospitality, a professional hotel management company with 27 years in the industry, manages branded and independent hotels in the United States, the Caribbean, Latin America, and the Far East, as well as a collection of independent boutique hotels and extended stay rental programs under the Desires Hotels brand. Trust Hospitality is headquartered in Miami, and currently has regional offices in Miami, Brazil, China, Panama and Portugal/Spain.

Desires Hotels, a division of Trust Hospitality, is a collection of independently created boutique hotels. High in style, distinct and creative, each of these lifestyle hotels has one-of-a-kind architecture and interior design. And grateful guests, seeking a lifestyle-oriented experience, appreciate the "Your Desires" program that tailors a unique experience to their specific needs.

www.trusthospitality.com



BRICKELL AREA

Hotels, Restaurants, Bars & Parks

- | | |
|--------------------------------------|--|
| 01 The Oceanaire | 21 La Lupita |
| 02 The Capital Grille | 22 Mint Leaf |
| 03 Truluck's | 23 La Provence French Bakery |
| 04 Perricone's Marketplace & Cafe | 24 Morton's The Steakhouse |
| 05 Rosa Mexicano | 25 Publix Supermarket |
| 06 P.F. Chang's | 26 Crazy About You |
| 07 Gordon Biersch | 27 Cross Fit Gym |
| 08 Dolores but you can cal me Lolita | 28 Brickell Pub |
| 09 Novecento Bistro Argentino | 29 Puerto Madero |
| 10 Segafredo Zanetti | 30 The Sports Club / LA |
| 11 Deli Lane Cafe | 31 Islander Marketplace |
| 12 Epic Hotel / Zuma | 32 Marriot Marquis / DB Bistro Moderne |
| 13 Il Gabbiano | 33 OBBA Sushi |
| 14 The Four Seasons | 34 Grimpa Steakhouse |
| 15 Conrad Hotel | 35 Brickell Tennis Club |
| 16 JW Marriot | 36 The River Oyster Bar |
| 17 Mandarin Oriental Miami | 37 Tobacco Road |
| 18 Viceroy Hotels & Resorts | 38 Brickell Park |
| 19 Sushi Siam | 39 Miami River Walk |
| 20 El Gran Inka | 40 Southside Park |



BRICKELLHOUSE

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Newgard

A New Dwelling Concept by Newgard Development Group
www.newgardgroup.com



Exclusive Sales & Marketing: Cervera Real Estate Inc.

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This offering is made only by the prospectus for the condominium and no statement should be relied upon if not made in the prospectus. This is not an offer to sell or solicitation of offers to buy the condominium units in states where such offer or solicitation cannot be made. Prices, features and specifications are subject to change without notice. Dimensions and square footage calculations are approximations only and are based upon architectural measurements which, among other things, measure the Units from the exterior of all perimeter walls (excluding balconies) except for those between two adjacent Units which are measured from the wall's midpoint. As a result, the Developer does not represent or warrant that the actual dimensions and square footage of the Units will be as reflected on floor plans and other promotional materials. This brochure and other marketing materials may use calculations for the square footage of Units in a manner different from that set forth in the Declaration of Condominium, which generally includes only the interior air space between interior unfinished surfaces of the walls bounding the Units.

