

\$110 MILLION DOWNTOWN CALGARY CONDO PROJECT BREAKS GROUND

Qualex-Landmark™, the developers of PARK POINT, hosted a groundbreaking ceremony today to mark the start of construction on its 34-storey residential condo tower. PARK POINT features 289 homes and is located in heart of Calgary's rapidly evolving, amenity rich, centralized and diverse urban City Centre, on 12th Avenue and 2nd Street S.W.

Mohammed Esfahani, president of Qualex-Landmark™, councillor Evan Woolley, lead architect Tony Wai, IBI Group, and Mike McDonough, senior vice president of Axiom Builders, were on-site with hard hats and shovels for the groundbreaking ceremony.

"We are thrilled to begin construction on our sixth condo tower in Calgary," says Mohammed Esfahani, president, Qualex-Landmark™. "Considering the economic climate, we're pleased to see that the market has responded

accordingly to our first-class residential offering within the heart of an amenity-rich downtown community. Now that we've broken ground, construction is in high gear to enable us to deliver to our home buyers their dream home so they can start to enjoy downtown urban living at its best."

PARK POINT's uniquely designed high-rise tower features one, two and three bedroom condos, street-level live-work townhomes and penthouses and

will further diversify Calgary's centralized, higher-density, mixed-use residential neighbourhood. Conceived by globally renowned and award-winning architectural firm IBI Group, PARK POINT will be another landmark tower project in the Beltline Community. Representing the tallest building in the immediate vicinity, PARK POINT will permanently alter Calgary's skyline.

PARK POINT has sold more than \$50 million worth of units and more than 40

per cent of the tower since its launch in March 2015. The groundbreaking indicates positive real estate activity in Calgary's residential condo sector, as Qualex-Landmark™ still has strong faith in Calgary and continues to set its sights on the continued long-term growth of the city.

FROM LEFT TO RIGHT: Mohammed Esfahani, Mike McDonough, Tony Wai and Evan Woolley gathered for the groundbreaking ceremony.



PHOTO BY ROBERT J. RYAN