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FOR: The Prime Group, Inc.
Ten East Delaware

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FOR IMMEDIATE RELEASE:

“E” is for Elegance in European-Inspired Luxury Floor Plan at Ten East Delaware

When renowned architect Lucien Lagrange developed the concept for Ten East Delaware, a new luxury boutique high rise in the Gold Coast, he wanted to bring the elegance of European living to Chicago. Now, homebuyers at Ten East Delaware can choose from 13 homes featuring the 2,280-square-foot Plan E, a design that combines the sophistication and grandeur of a luxury European flat with the conveniences of a spacious modern-day home.

Located at the northeast corner of State and Delaware, Ten East Delaware is a 35-story condominium building developed by The Prime Group, Inc. The building's 121 residences include one-, two-, and three-bedroom floor plans ranging from 2,045 to 3,095 square feet. Residences feature 1½ to 3½ baths; 9- to 10-foot ceilings; and oversized balconies. Prices range from \$1,284,900 to \$2.6 million and climate-controlled, indoor parking is available starting at \$65,000.

“Plan E at Ten East Delaware was designed to offer a quintessential taste of Europe, with the main living area in the center of the home and the master suite and private living quarters in their own separate wings,” said Michael W. Reschke, CEO and chairman of The Prime Group, Inc. “For single-story living, this floor plan offers all the space and privacy of a luxury single-family home.”

“Best of all, homebuyers can select a home now and move in by the end of 2009 as Ten East Delaware is one of only three downtown condo developments offering delivery dates for this year,” added Reschke.

Priced from \$1,284,900, Plan E has three bedrooms plus a den and 3½ baths. The home opens with a foyer measuring more than 14 feet by 7 feet, creating an inviting area for buyers to pause and greet guests before entering the rest of the home. A long hallway leads to the center of the home with its kitchen, living/dining room, family room, and den or library. A 110-square-foot balcony is located just off the main living area for outdoor entertaining.

“While this floor plan is massive, buyers like its compartmentalized space because it creates a feeling of intimacy and comfort,” said Reschke. “Hardwood flooring in the living areas and architectural touches like 6-inch crown molding and wood bases add to the warmth and true European flavor of this plan.”

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The kitchen in Plan E has a peninsula with counter seating, and boasts the high-end standard finishes available in all residences at Ten East Delaware: Poggenpohl cabinetry and granite and marble countertops, plus Franke, Wolf, Miele, and Sub-Zero kitchen appliances. Residents also can personalize their home with upgrades from a luxurious collection of imported finishes, such as Italian hardwood flooring, as well as limestone, marble, granite and quartz countertops.

In one corner of the home is Plan E's luxury master suite, which features two large walk-in closets and a master bath with a private water closet, dual-bowl vanities, shower and separate Kohler soaking tub. The master bath, like the kitchen, is finished in high-end cabinetry and granite and marble countertops.

Two secondary bedroom suites – each with its own private bath – are located in the opposite corner of the home.

“The separate bedroom wings make Plan E ideal for growing families who want to raise kids in the city but still enjoy the privacy you would find in a larger single-family home in the suburbs,” said Reschke. “At the same time, empty-nesters will appreciate having separate guest quarters with private bathrooms for hosting overnight guests, grandchildren, or college kids home for the summer.”

Ten East Delaware residents will enjoy access to The Ten Club, an exclusive rooftop-level clubhouse that includes a private dining room for dinner parties and social gatherings; a state-of-the-art fitness center; and an outdoor rooftop swimming pool, sundeck and gardens. Residents also will benefit from à la carte hotel services from neighboring Talbott Hotel, including housekeeping. Renowned restaurant Bice Mare, which will be located on the building's first floor, will offer 24-hour room service, catering services and poolside dining.

The design and sales center for Ten East Delaware is located at 33 W. Delaware Place, just west of State Street. Sales hours are Tuesday through Sunday from noon to 5 p.m., and on Monday by appointment. Chicago-based @properties is the exclusive sales and marketing agent for Ten East Delaware. For more information, call (312) 397-1010 or visit www.teneastdelaware.com.

Founded in 1982, Chicago-based The Prime Group, Inc. owns, operates, and develops commercial and residential real estate throughout the U.S. In Chicago, it developed several award-winning projects featuring world-class architecture and innovative features and technologies, including 77 West Wacker and the Citadel Center at 131 S. Dearborn. Its mission is to provide excellence in every phase of real estate development, including architecture, design, innovation and technology to create superb environments in which to live and work.

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