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**SPECTACULAR CITYSCAPE VIEWS, OUTSTANDING AMENITIES  
ATTRACT BUYERS TO NORTH STAR YACHT CLUB**

NORTH FORT MYERS, FL – (February 23, 2010) – A recent sales surge at North Star Yacht Club, a luxury riverfront condominium community in North Fort Myers, is consistent with several trends identified in the newly released 2010 Del Webb Baby Boomer survey conducted by Harris Interactive. The survey found that when baby boomers consider places for retirement or a second home, proximity to shopping, walking trails, public transportation, doctors' offices and churches loom large while proximity to golf courses was rated last. The survey also revealed that 42 percent of today's 50 year olds plan to move during retirement, and 15 percent of those queried still opt for the Sunshine State which is ranked in the top 10 places to retire in the U.S.

These trends are consistent with recent results at North Star Yacht Club, where 30 home sales were reported during the last 60 days. Comments from recent homebuyers at North Star Yacht Club reflect the views discovered in the survey.

"We were ready for an easier condo lifestyle," said retired airline pilot Ken Williams who moved here with his wife Carol last September. "We are very particular and liked everything about North Star Yacht Club, from the convenient location to the spectacular night views from our panoramic windows. The beautiful bridge connects us easily to downtown Fort Myers where we enjoy trying the great restaurants. Shopping is nearby and we love the walking sidewalk along the marina. We take part in a lot of the amenities – the media room with the oversize recliners was an especially big hit when the

grandchildren visited. The people here are wonderful, from our sales representative to the staff who keep the breezeways and public areas immaculate.”

North Star Yacht Club has also attracted an increasing number of international buyers including Mark and Faye McGregor who bought their three-bedroom condominium sight unseen.

“We read a very professional article online and then investigated further on the website,” explained Mark McGregor, a national hockey coach in Switzerland. “The views are amazing, and we appreciated the varied floor plan choices. We are also happy with the gated security feature. An added bonus is the nearby ice rink –we are a hockey and speed skating family. From the business standpoint, I am pleased with the warranty program and North Star Yacht Club’s banking partner – these features have given us a sense of security and peace of mind.”

North Star Yacht Club, twin 12-story high rises with penthouse level located along the Caloosahatchee River in North Fort Myers, offers luxury riverfront condominium residences available for immediate occupancy.

Offering an upscale lifestyle, residents have exclusive access to a myriad of indoor and outdoor amenities, activities and services including an expansive two-story clubhouse with theater, health club, business center, clubroom, concierge services and resort-style pool, spa and poolside cabanas. The 12-acre property also boasts a private marina walk and adjoining boat slips.

North Star Yacht Club is located at 3420 Hancock Bridge Parkway in North Fort Myers. The sales center and model residences are open Monday through Friday from 10:00 a.m. to 6:00 p.m., Saturday from 10:00 a.m. to 5:00 p.m., and Sunday noon to 5:00 p.m. For more information, call (239) 995-8200 or visit [www.NorthStarYachtClub.com](http://www.NorthStarYachtClub.com).

The Marketing Directors, LLC is the exclusive sales and marketing agent for North Star Yacht Club. The Marketing Directors, LLC, based in Atlanta, GA and Orlando, FL was founded in 2007 by national condominium expert, David Tufts. He and Adrienne Albert, Marketing Directors, Inc’s Chief Executive Officer collaborated to create a team of the

most highly experienced real estate professionals in the Southeast to service developers specializing in high density residential sales and marketing. With over 30 years of experience, The Marketing Directors is well positioned to be the solution to developers in any market condition. The Marketing Directors, LLC represents developers in Atlanta, Orlando, Tampa, West Palm Beach St Petersburg, Chapel Hill, NC, Memphis, TN and Huntsville, AL.

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