

ESCENA[®]

PALM SPRINGS

FACT SHEET

Overview: Escena Palm Springs is a unique 450-acre master-planned development in Palm Springs, CA, comprised of an 18-hole golf course, dining, residences and additional land for future residential and hotel development. The centerpieces of the community are the Escena Golf Club and the Escena Lounge & Grill, which are open to the public. A Nicklaus Design golf course, Escena Golf Club was ranked by PGATOUR.com as a Top Ten Public Course in California. Escena Lounge & Grill was recognized by *Palm Springs Life* magazine as the 2010 Best New Restaurant in Palm Springs, and by OpenTable as a 2015 Top 100 Al Fresco Dining Restaurant in America. The Escena clubhouse, a stunning white steel and glass tribute to the area's modernist architectural heritage, has also garnered numerous accolades, including *Golf Inc.* magazine's 2010 Clubhouse of the Year honors.

With its desirable Palm Springs address, architectural distinctiveness, highly acclaimed public golf and dining, proximity to Downtown Palm Springs, stunning views of the San Jacinto Mountains, accessible location and strength of ownership, Escena is uniquely positioned to capitalize on the cultural, social and architectural transformation taking place in Palm Springs.

Location: Located at the southeast corner of Gene Autry Trail and Vista Chino Drive, Escena is just minutes from Downtown Palm Springs and easily accessible from all parts of the Coachella Valley. Escena also benefits from its close proximity to Palm Springs International Airport.

Master Plan: In addition to the golf course and the clubhouse, the Escena master plan provides for approximately 635 single family residences, 600+ attached housing and/or multi-family units and a pad for a future hotel. No specific plan has been developed for the higher density and hotel components, and there is no specific timetable for their development.

Ownership: The owner and master developer of Escena is New Valley LLC, a wholly owned subsidiary of Vector Group Ltd. (NYSE: VGR). New Valley is engaged in the real estate investment business throughout the United States, and owns Douglas Elliman Realty, the largest real estate brokerage in New York City.

Escena Golf Club: Escena Golf Club opened in 2005 as the first new golf course in Palm Springs in over a decade. A Nicklaus Design golf course, the playing experience at Escena Golf Club is characterized by generous driving corridors, classic bunkering, strategic design elements, native landscape accents and stunning views of the San Jacinto and Santa Rosa Mountains. The spectacular modernist clubhouse sets the stage for one of the more memorable settings in the legendary golf destination that is Palm Springs.

Facilities: 18 hole golf course, pro shop, restaurant, event space, two putting greens, chipping green, warm up tee.

Course Architect: Nicklaus Design Group (<http://www.nicklaus.com/design/>)

Awards: #6 Public Course in California (PGATOUR.com)
Best of the Best (*Palm Springs Life* magazine)
Best of the Valley (*Desert Sun*)
2011 Best Value Award (Greenskeeper.org)

Statistics:	TEES	YARDAGE	RATING/ SLOPE
Tournament	7,173		74.2/130
Championship	6,615		71.1/124
Middle	6,115		69.8/120
Forward	5,503		72.1/127

Escena Lounge & Grill: Perennially ranked as a favorite valley dining destination, the Escena Lounge & Grill pairs delectable California fusion cuisine and a retro vibe with eye-popping design and incomparable views. Open year-round to the public, the Escena Lounge & Grill offers breakfast, lunch, dinner and Sunday Brunch along with happy hour and seasonal live entertainment.

In addition to the acclaimed food and views, Escena Lounge & Grill offers private functions, indoor/outdoor dining, seasonal live entertainment, themed holiday events and other specialty events throughout the year.

Facility Overview: Full service restaurant & bar, indoor and outdoor seating, private dining room, private event patio

Offerings: Escena Lounge & Grill offers breakfast, lunch, dinner, happy hour and Sunday Brunch

Awards: Best of the Best (*Palm Springs Life* magazine)
Best of the Valley (*Desert Sun*)
2015 Certificate of Excellence (Trip Advisor)
2015 Top 100 Al Fresco Dining Restaurants in America (OpenTable)

Escena Clubhouse: The Escena Clubhouse is the foundation of the Escena golf and restaurant experience, and also serves as the social hub for the Escena community. Inspired by the rich modernist architectural heritage of Palm Springs, the stunning 16,000 sq. ft. white steel and glass structure is oriented to capture the expansive views of the golf course and San Jacinto Mountains. The clubhouse was designed by Douglas Fredrickson, AIA, and earned 2010 Clubhouse of the Year honors from *Golf Inc.* magazine.

The Escena clubhouse has provided the location backdrop for several high profile publications, brands and production companies, including *Road & Track* magazine, Hugo Boss apparel, TravelSmith, Volvo USA and HBO Productions.

New Homes: Escena has attracted reputable, award-winning home builders who are drawn to Escena's combination of location, space, views and Palm Springs address. Significant portions of the Escena community have been built out by Lennar Homes, Toll Brothers, Beazer Homes and Alta Verde Homes. For information on new homes being built within the Escena community, please visit our website at escena.com.

Location & Contact: 1100 Clubhouse View Drive
Palm Springs, CA 92262
Main: Escena.com
Golf: EscenaGolf.com
Grill: EscenaGrill.com

Media Contact: John Fitzpatrick
Sunrise Golf, Inc.
Tel: (760) 992-0005
Fax: (760) 992-5390
jfitzpatrick@sunrisegolf.com

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