



## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

#### **Escena Introduces Dynamic & Innovative Website**

Escena Palm Springs has announced the launch of a new interactive, full-featured website. The new site, with a memorable URL—Escena.com—creates a portal of communication and information shared through an innovative platform that is scalable and search-friendly.

Bold, clean, cutting-edge design showcases the beautiful imagery that defines Escena. Visitors to the site will appreciate the intuitive, touch-friendly user interface and the multi-functionality that transitions across desktop, mobile and tablet devices.

“Our primary goals for the Escena site were to assemble all elements of Escena into one cohesive platform, showcase our imagery in an elegant and approachable manner, and most importantly, create a user-friendly experience that is intuitive, informative and accessible across the variety of devices we use today,” says John Fitzpatrick, Managing Director of Escena.

Innerspin Marketing, a Los Angeles-based agency, designed and developed the new site. Innerspin has created and executed traditional, digital and multi-cultural campaigns for the world’s most recognized companies. With expertise in brand development and digital platforms, the opportunity to work with Escena was particularly appealing.

“The Escena brand has multiple components, mainly community, dining and golf,” noted John Meyer, Chief Creative Officer of Innerspin. “Any of these might be the principal reason for someone’s interest. The new site is designed in a way that keeps visitors engaged and invites them to further explore the many aspects of Escena. The visuals, which are all organically rooted in Escena and its connection to the modernist heritage of Palm Springs, are the key to making this happen.”

The new Escena.com site delivers a rich virtual experience that can be scaled to accommodate fresh elements as the community evolves. The integration of social media and e-mail marketing facilitates the ongoing connection with the increasingly global audience that makes Palm Springs its destination of choice.

### **About Escena Palm Springs**

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 slated 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. 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. Escena is owned by 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.

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. Escena™ is a trademark of New Valley PS LLC. For more information, please visit [escena.com](http://escena.com).

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