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**THE PENINSULA AT CITY PLACE PARTNERS WITH BOCONCEPT  
TO DESIGN NEW MODEL HOME**

EDGEWATER, N.J., May 23, 2011 – The [Peninsula at City Place's](#) newest model home was born out of a recently-established partnership between Savanna Partners, developer of the luxury condominium community located along the Hudson Riverfront in Bergen County's Edgewater, and furniture designer and retailer, BoConcept.

The spacious 1,698-square-foot, two-bedroom, two-bath residence with a dining room and balcony that directly overlooks the Hudson River and New York City skyline is fully-outfitted with custom accessories and furnishings from the globally recognized furniture designer, BoConcept. The one-of-a-kind layout is currently priced at \$975,000

As part of the partnership, BoConcept is also offering each Peninsula resident a complimentary interior design consultation, as well as a significant discount on furniture purchased at the Edgewater showroom located right at City Place among the eclectic mix of national and boutique shops, restaurants and entertainment situated at street level below Peninsula's condominium homes.

“It was our goal to capture Peninsula's modern feel through the collaboration between Savanna Partners and BoConcept,” says Angela Ferrara, Vice President of Sales for The Marketing Directors, Inc., the community's exclusive sales and marketing agent.

“With BoConcept’s design specialists and custom accessories and furniture, we were able to achieve the modern aesthetic that has come to define The Peninsula at City Place.”

While the dramatic model home is designed to appeal to new homebuyers who are considering moving to The Peninsula at City Place, the unique partnership with BoConcept benefits both existing and future residents.

“All of our residents can now take advantage of exclusive discounts offered at BoConcepts’ showroom at City Place,” Ms. Ferrara points out. “It’s a great opportunity for them to add designer finishes to their homes while also allowing us to showcase the cityscape retail presence at City Place which helps distinguish The Peninsula as one of the area’s most convenient and dynamic residential communities.”

Breakfast, lunch and dinner, along with numerous other conveniences, are literally at Peninsula’s door. Joining BoConcept at City Place are such nationally-recognized names as GAP, Pier 1 Imports, Fleming’s Steakhouse, Banana Republic, Anthropologie, Victoria’s Secret, Ann Taylor, Can Do Gym, Koi Spa, Chipotle, Panera Bread, Haagen-Dazs, Bath and Body Works, Express and more. Each contributes to the community’s vibrant, pedestrian-friendly neighborhood.

“The ‘new urbanism’ trend of living, shopping and dining within the same setting continues to gain favor with buyers,” adds Ms. Ferrara. “This is true across the board, from young professionals to empty-nesters. The ability to offer that lifestyle with attractively-priced homes, high-end amenities and services, favorable property taxes compared with other ‘Gold Coast’ towns like Hoboken and Jersey City, and a well-established retail offering has truly distinguished The Peninsula from the marketplace.”

Of course, all that New York City has to offer is also just minutes away from The Peninsula thanks to its proximity to the Lincoln Tunnel, George Washington Bridge and Port Imperial Ferry Terminal with direct access to midtown Manhattan.

The Peninsula at City Place is a condo conversion that boasts 201 one- and two-bedroom condominium residences ranging from approximately 850 to 1,700 square feet of living space with prices starting in the high-\$300,000's.

Each exceptional residence features hardwood floors and cabinetry, kitchens with stainless steel appliances and granite or marble countertops, and master bedrooms with walk-in-closets and marble bathrooms and shower enclosures.

Residents also enjoy such exclusive on-site amenities as a 24-hour attended lobby, fitness center, children's playroom, residents lounge with WiFi, full bar, catering kitchen, billiards table and Plasma television; complimentary shuttle to the Port Imperial Ferry Terminal and free on-site covered parking.

For additional information on The Peninsula at City Place, which is located at 3211 City Place, Edgewater, NJ 07020, please call (201) 313-9188 or visit the community's website at [www.peninsulanj.com](http://www.peninsulanj.com). The community's sales center, located on the 2<sup>nd</sup> floor, is open seven days a week from 10:00 am to 6:00pm. The Concierge in the main lobby is happy to direct you to the sales center.

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