

FREQUENTLY ASKED QUESTIONS

Q: WHO IS THE OWNER AND MASTER DEVELOPER OF THE ESCENA PALM SPRINGS COMMUNITY?

A: The owner and master developer of Escena is New Valley LLC. In addition to owning all of the unsold land parcels within the community, New Valley also owns Escena Golf Club and Escena Lounge & Grill. New Valley is 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.

Q: WHOM SHOULD I CONTACT ABOUT PURCHASING A RESIDENCE WITHIN THE ESCENA COMMUNITY?

A: New homes at Escena are marketed and sold directly by the homebuilders, whose contact information can be found on the Escena.com website. For information on resale homes, please contact your local real estate professional.

Q: ARE ESCENA GOLF CLUB AND ESCENA LOUNGE & GRILL OPEN TO THE PUBLIC?

A: Yes, Escena Golf Club and Escena Lounge & Grill are open year-round to the public. The golf course is ranked among the Top-10 Public Courses in California by PGATOUR.com. The restaurant was voted by readers Palm Springs Life magazine as the 2010 Best New Restaurant in Palm Springs and is consistently ranked as one of the top dining experiences in the area. The clubhouse, a stunning tribute to the area's modernist architectural heritage, has garnered numerous accolades, including Golf Inc. magazine's 2010 Clubhouse of the Year honors.

Q: ARE THERE SPECIAL EVENTS FOR HOMEOWNERS?

A: Yes, on occasion the HOA Board or groups of homeowners will organize events and social gatherings. These events are organized by a designated point person through the restaurant manager. Like any restaurant that is open to the public, the restaurant is typically not able to accommodate large groups without prior notice.

Q: WHAT OTHER SERVICES AND AMENITIES ARE AVAILABLE AT THE COURSE AND RESTAURANT?

A: Escena Golf Club offers golf instruction, a pro shop, golf outings and practice facilities. Rates vary seasonally and are posted on the course website. An annual loyalty program called the Escena Club offers preferred golf rates and other benefits. The Escena Lounge & Grill offers breakfast, lunch, dinner and Sunday brunch, plus a popular happy hour, seasonal live entertainment, holiday and specialty events, and private functions for small or large groups. Ongoing updates are available at escena.com, the golf and grill Facebook pages and via e-mail.

Q: WHAT IS THE STORY BEHIND THE ARTWORK WITHIN THE COMMUNITY?

A: The art throughout the Escena community was facilitated by the City of Palm Springs' Art in Public Places program. Some of the area's most renowned artists have produced the various pieces throughout the community.

Q: WHAT OTHER AMENITIES ARE THERE IN AND AROUND THE COMMUNITY?

A: Within the community residents enjoy professional, responsive HOA management and proximity to the golf and dining facilities. Another popular feature is the "Bark Park," a dedicated place for our canine friends to exercise and socialize in their own way. Residents also benefit from proximity to Palm Springs International Airport, Downtown Palm Springs and countless other attractions and activities that make Palm Springs a world-renowned destination.

Q: WHAT ARE THE FUTURE DEVELOPMENT PLANS?

A: Escena is entitled for a total of 594 single-family residences. Additionally there are parcels slated for future development on the west and northwest areas of the community. While no formal plan has been developed, these areas are identified for a combination of attached/multi-family housing as well as a hotel at the northwest corner of the community. At this time there is no definitive timetable or guarantee of future development.

Q: WHERE DO I GO FOR ONGOING INFORMATION?

A: The most comprehensive source of information about Escena can be found online at Escena.com.

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