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InterCom® Chosen to Brand Two New SunCal Communities That Add to Developer's Coast-to-Coast Presence



November 14, 2014 - Newport Beach, CA — Hot on the heels of a staggering \$75 million in first-year new home sales at Potomac Shores—a 2,000-acre master-planned destination only 30 miles south of Washington, DC—InterCommunications® was named the global branding and marketing partner for SunCal's newest communities: Lighthouse Landing in Sleepy Hollow, New York, and North Shore at Mandalay Bay in Oxnard, California.

Comprising 97 acres and 2,200 feet of rare Hudson River frontage, Lighthouse Landing will transform a former GM plant site into a vibrant transit-oriented urban waterfront destination, opening up the river's edge to the community for the first time. The new \$800 million redevelopment plan includes a 140-room boutique hotel, 135,000 square feet of retail space, 35,000 square feet of office loft space, a 1.5-mile waterfront promenade and 1,177 new condos, townhomes and apartments. Two Metro-North stations, each walking distance away, will offer New York City commuters a contemporary riverside lifestyle just 25 miles from Midtown Manhattan.

"The Sleepy Hollow property is the only waterfront opportunity of its kind along the historic Hudson River," said David Soyka, SunCal Senior Vice President, Public Affairs. "With its prime location, accessibility and scenic views of the river, the Lighthouse Landing community is poised to serve as a gateway to the historic Hudson Rivertowns."

North Shore at Mandalay Bay on Oxnard's Mandalay Coast is a brand-new, 90-acre master-planned community at the crossroads of miles of beaches and modern conveniences. As one of the last new-home living opportunities of its size along the Southern California coast, North Shore at Mandalay Bay will be a beach lover's paradise: home to a swim and fitness club, a central park and

292 beach-chic condos and single-family residences. A wooden boardwalk, stretching to the sand dunes and wetlands of Mandalay State Beach, will allow families to walk, bike or jog to the very lands they'll help steward.

"InterCom's® passion is Imaging Places®," said Toni Alexander, President and Creative Director of InterCommunications. "With SunCal, we've been able to form an extraordinary partnership that allows us to position and image several diverse communities within different types of markets. The thread through all of them is our ability to tell a unique story that resonates with each of our audiences. I truly believe we're going to change the way people think of Sleepy Hollow and Oxnard—just as we have with Potomac Shores, Virginia."

More than 80 years of vision and expertise have made SunCal one of the largest real estate developers in the US specializing in large-scale, mixed-use, master-planned communities from coast to coast. InterCom's expanding portfolio of SunCal properties—including Savannah Quarters near Savannah, Georgia, and ShadowGlen near Austin, Texas—is testament to the developer's confidence in InterCom's strategic and creative expertise in putting new destinations on the map.

InterCommunications is a full-service branding, marketing and communications company with 30 years of experience in the leisure, lifestyle and real estate industries, including primary homes, second homes in resort communities, hospitality developments, retail centers and mixed-use business centers. For information, please contact Toni Alexander at (949) 644-7520 or visit www.intercommunications.com