



**For Immediate Release:**

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## **Baja Diamante Launch Party Sparks Prominent Interest**

### *Mexicali Mayor and Prudential California Realty Founder Are Huge Supporters*

San Diego, CA (April 30, 2007) – On Thursday April 26<sup>th</sup>, Samuel Ramos Flores, the Mayor of Mexicali, Steve Games, founder of Prudential California Realty, and luxury real estate buyers and investors from Southern California and Mexico, to name a few, gathered at Hotel Solamar to support Baja’s newest development – Baja Diamante.

“I am extremely pleased with the outcome of the event,” stated Armando Ramos, Sr., developer of Baja Diamante. “The tremendous support from the Mayor of Mexicali, as well as the community and business leaders from Mexico City and Southern California, demonstrates that we are establishing a sought-after, one-of-a-kind development in San Felipe”.

This bi-national event was also a valuable opportunity for key leaders in San Diego to meet and get to know some of Mexico’s most affluent and powerful decisions-makers and leaders. Guests were welcome to browse the information booths with models of the development, large images of the project and streaming video on plasma screens placed around the event.

“Baja Diamante is the newest upscale, master-planned community in Baja,” stated Kimberly Monday, president of Astone Monday. “The launch event was an overwhelming success and we look forward to future marketing plans for this 5,000 home development complete with a 350-slip marina and an 18-hole Nicklaus Design Golf Course.”

The evening began with a VIP dinner serving steak and lobster while 100 guests listened to key speakers including: the Mayor of Mexicali; Steve Games, founder of Prudential California Realty; Mitch Creekmore, senior vice-president of Stewart Title; Armando Ramos Sr. and Alejandro Betancourt, developers of Baja Diamante; and Armando Ramos Jr., vice-president and architect for the development.

After dinner, approximately 300 guests enjoyed music and live entertainment while learning from the experts why homebuyers and investors are heading south of the border to purchase real estate and why there is such a buzz surrounding Baja Diamante. Flamethrowers, a mariachi band and exquisite cuisine provided eager guests with the sights, sounds and sensations of Baja’s most desirable location – Baja Diamante.

“The amount of interest generated from the event is substantial,” stated Armando Ramos Jr., vice-president and architect. “The enthusiasm surrounding the project on Thursday night was rampant and I think the excitement and curiosity about the development and San Felipe as a whole was contagious.”

#### **About Baja Diamante Development**

Located along the east coast of the Baja Peninsula, between the desert and the Sea of Cortez, Baja Diamante is a \$2 billion project including: 17 beachfront villas, 40-condominiums, 101 custom-designed homes, an 18-hole Nicklaus Design golf course with surrounding development parcels and a 350 slip marina. Baja Diamante features a private beach, a clubhouse, restaurants, tennis courts, indoor and outdoor pools, a gym and spa, a palapa bar, commercial and retail space and proposed seaport village. Baja Diamante is host to northern Baja’s *first* Nicklaus Design Golf Course. [www.bajadiamante.net](http://www.bajadiamante.net)

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