



NEWS RELEASE

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LUXURY LIVING COMING TO “EASY STREET” *Project Sales Center Opening February 2016*

CAREFREE, Ariz. (Jan. 21, 2016) –A \$50 million, exclusive condominium project is coming to Carefree. Easy Street will feature 44 luxurious, amenity-stocked condos ranging in price from \$600,000 to \$2,500,000. The project features some of Arizona’s most scenic mountain views and a resort-level lifestyle that’s completely new to the Desert Foothills north of Scottsdale.

“Easy Street represents the region’s finest in ultra-luxury condominiums,” said Ed Lewis, president and CEO of Butte Easy Street, LLC and other development companies under the Butte Companies umbrella. “Residents will take in Carefree’s storied big skies, scenic mountain views and our own greenbelt from their balconies. Our 44 Easy Street owners will enjoy pedestrian-friendly ‘Main Street’ living, with dining, shopping, arts and exciting entertainment in the town center, just steps from their front doors.”

The 1,800 to 3,600-square-foot limited availability residences will be offered in 13 distinctive floor plans, with upgraded finishes, such as stone flooring, fireplaces, 11-foot ceilings, granite or quartz slab countertops, a variety of wood cabinetry, and luxurious stand-alone tubs and upgraded stainless steel Gaggenau appliances. All residences will be “smart wired” for multiple cable, telephone and Internet options and whole-home automation. Top quality craftsmanship, upscale finishes and impeccable design options create a jewel box home. Spacious courtyards and upper terraces with collapsing patio doors overlook the vista views of Black Mountain, the green belt and Easy Street’s luxury 2nd floor pool and spa.

The project celebrates Arizona outdoor living with generous terraces that feel more like outdoor rooms, carefully shaded for comfort and adorned with custom iron railings. First floor dwellings recall traditional row houses found on historic streets where each resident has a private walk-up garden courtyard along Easy Street enhancing the street experience both visually and socially.

Located near Carefree Drive and Tom Darlington Road (Scottsdale Road), Easy Street is positioned in the middle of one of Arizona’s best walkable communities with the Carefree Village and amphitheater within steps.

The amenity-rich community, which encompasses 2.5 acres on the south side of Easy Street, includes a resident lobby at street level to provide visitor entry and convenient resident access to shopping and dining. The project includes a clubhouse with a golf play lounge, demonstration and catering kitchen, a second floor entertainment deck, a business center and conference room, a fitness pavilion with steam and massage facilities, a climate-controlled wine grotto with private lockers, a heated pool and spa, fireplace, wet bar, and a Ramada area with barbeques.

Elite services elevate residents' lifestyle, including a full time, on-site, resort-style Concierge to provide resident assistance with entertainment scheduling, business needs and daily personal duties such as dry cleaning; a Porter; absentee homeowner services, and more. Secured parking with elevator service will be located under the building. Private lockable garages and storage rooms will be available.

"We are thrilled to have the Easy Street project add to the uniqueness and vitality of Carefree," said Mayor Les Peterson. "The design, amenities and views from the project provide our current and future residents the best in luxury living right in the heart of our town center."

Easy Street takes its design inspiration from the uniqueness of Carefree, its artistic roots, its deep connection to nature, and the extraordinary views afforded by Black Mountain and the surrounding Tonto National Forest. The architectural design is soft desert contemporary with sophisticated colors and materials. Easy Street will be constructed of concrete and steel walls. Floors have been designed by an acoustical engineer to significantly exceed sound attenuation building codes.

Renderings and floor plans of the project are now available on the project's website, EasyStreetCarefree.com. The sales center for Arizona's newest "Main Street" luxury condo project is opening in February 2016.

The sales center is located at 33 Easy Street, Carefree, Ariz.

The groundbreaking for the condominiums is planned for June 2016 with completion expected by Fall 2017.

Butte Realty will be heading sales efforts. For more information about Easy Street, visit EasyStreetCarefree.com, or call 480.535.5011 or 1.855.535.5011.

Butte Development

Butte is a family owned and operated Scottsdale Company known for unique and charming niche projects. They pour their energy into one major customized creation at a time because they believe it's the attention to distinctive details that sets them apart. Visit www.LandmarkLifestyle.com, the ultra-luxury 98 urban condo community located in the coveted North Scottsdale/Kierland area, which combined high-service luxury with the convenience of a pedestrian friendly location, to get an idea of the inspiration behind Easy Street.

Butte's roots in Arizona date back to the 1980's when Ed Lewis founded Butte Construction Company. After years of building commercial and residential projects Ed ventured into development and in 1992 founded Butte Properties. Butte develops award-winning diversified and unique commercial and residential projects that include class "A" office buildings, upscale multi-family, commercial space and luxury residential towers in Arizona and Colorado. Butte is headquartered in Scottsdale, Arizona and is proud to offer Carefree its newest community, Easy Street.