



The Shore—Luxury at the Edge of the World

*Local community invited to an exclusive preview of innovative
waterfront development in the heart of Tofino*

April 30, Tofino, B.C. — Tofino Mayor John Fraser will cut the ribbon at The Shore's Presentation Centre at 150 Fourth Street, Tofino, at an exclusive showing for the local community only on May 14. The development of 27 condominiums, a new restaurant and retail space—situated at the old B.C. Packers Wharf on Tofino's Main Street—will open up an invaluable stretch of waterfront to the public for the very first time.

With one of the world's most sought-after views of Clayoquot Sound and Meares Island in front and the charm of Tofino's amenities behind, The Shore will stand out as a jewel in one of the West Coast's most desirable destinations—famed for surfing, fishing, golfing, winter storm watching, whale watching, hot springs and bear spotting.

But forget Vancouver Island rustic: The concrete-and-steel homes—the first of their kind in Tofino and perfectly suited for any weather—are synonymous with contemporary luxury. Ranging from around 800 square feet to 2,100 square feet, the suites—a combination of double storey lofts with floor-to-ceiling windows, single-storey and two-storey units—provide unparalleled ocean views and all the necessities of contemporary living, including a yoga/exercise space room, kayak storage and outdoor shower. Also included in the development—due to complete in spring 2009—are 10 new moorings for lease in an area of limited supply.

The Shore is the result of carefully planning with the local community and sensitivity to the environment. It will, says Thomas Olsen of Vancouver Island developers, Moss Development Inc., stand at the vanguard of any future development. "This is a benchmark for design and development in the area," says Olsen, who lives in Campbell River and has been enjoying the great outdoors of Tofino since 1972. "It is being built with the community very much in mind. Much of the past development in Tofino has been fairly aggressive in terms of developers trying to take every dime they have made from their projects.

"My partners and I saw the need for that to change. We wanted to put together a project that would build on all the cultural idiosyncrasies of Tofino, provide a catalyst for creating sustainable development in the area and to design urban space that complements the natural beauty of the surroundings. We wanted to accommodate the community's interests and add to the vibrancy of the downtown core."

Working with the widely acclaimed Calgary-based architects, Eleven Eleven, Moss Development's vision will create a development that enhances quality of life and complements the visual beauty of Tofino. Inside, MDB Design Group (the subsidiary interior design firm of Eleven Eleven) will deliver a cutting-edge interior design, including fireplaces from B.C.-based Montigo.

Represented by Sotheby's International Realty Canada, The Shore's Presentation Centre will be open to the general public seven days a week as of May 15. Telephone: 250-725-3606 (Toll Free: 1-866-9-THE-SHORE) www.theshoretofino.com

About Moss Development Inc.

Moss Development Inc. is a Campbell River-based company committed to the evolving quality of life. Its vision for The Shore is to provide a catalyst for creating sustainable development in Tofino and to design urban space that complements the natural beauty of the surroundings and creates a sense of belonging to a vibrant community.

Thomas Olsen is also president of Triumph Timber, one of the province's top eco-system-based loggers, which is presently working with the EcoTrust and the first nations-owned Lisaak Forest Products locally in the Clayoquot Sound.

About Sotheby's International Realty Canada

Sotheby's International Realty Canada is the nation's leading marketer of luxury real estate. The company and its clients enjoy exclusive access to their global network of discriminating clients, recently opening sales offices across Canada in addition to marketing over \$5billion in new luxury developments including the Four Seasons Private Residences Toronto, Revelstoke Mountain Resort, and a host of luxury residential and recreational new properties. Sotheby's International Realty Canada is headquartered in Vancouver, British Columbia and is located at <http://www.sothebysrealty.ca>

For further media information, please contact:

Patricia Dunn

Dunn Public Relations

Ph. 778-330-1479

Cell. 604-916-3033

Email: patricia@dunnpr.com