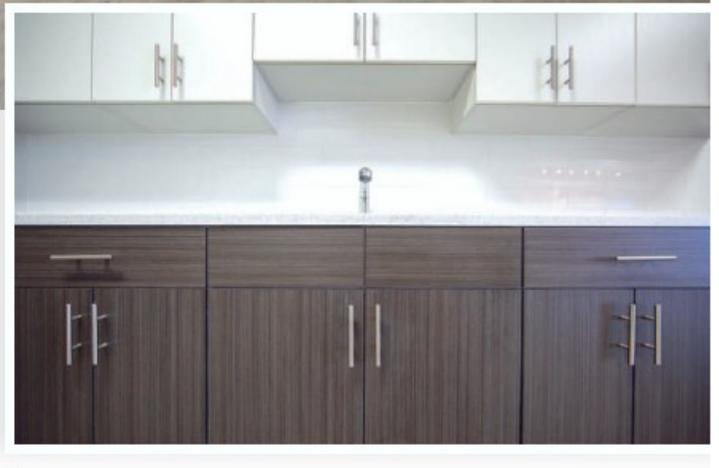


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Excitement mounts for early spring debut of new leasing and model center at Southgate Middletown



The finishing touches are now being applied to two brand new model homes at Southgate Middletown, a collection of 306 apartment homes being developed by Sterling Properties in this Orange County City. Expected to debut early this spring, the professionally-decorated model homes will provide renters a comprehensive look at the upscale homes, high-end interior finishes and care-free apartment lifestyle that will define this Hudson Valley community.

"This is definitely not your typical Hudson Valley rental community," says Nick Hollenbeck, Sterling's Director of Sales and Marketing. "Here, the focus is on bringing apartment features and amenities typically reserved for more urban locations into a suburban setting to ultimately give the resident a better experience. Our model homes will represent each of our apartment layouts and allow prospective tenants to tour all of their luxury rental options in one central location. This will allow them to fully embrace the exceptional living spaces and designer finishes and appointments and make an informed and educated decision."

Renters anxious to preview Southgate Middletown can participate in the community's pre-leasing program which is now underway. The preview period allows interested prospects to take guided "hard hat" tours of homes under construction.

"We've compiled a long list of VIP renters who simply cannot wait to see these apartments," says Mr. Hollenbeck. "So we decided to provide them the advanced opportunity to walk through homes nearing completion with our leasing professionals."

To participate in the pre-leasing program for the initial phase of 108 apartments at Southgate Middletown, please call 845-343-2820 or visit <http://southgatemiddletown.com>.

Southgate Middletown is the second phase of Sterling Properties' award-winning Sterling Parc community. The new neighborhood is expected to raise the bar for apartment living in New York City's northern suburbs with a cutting-edge architectural design that incorporates traditional and contemporary elements, visuals and materials and stylish

homes with modern and luxurious features.

The community will feature an eclectic mix of one-and two-bedroom residences and an array of on-site recreational and social amenities to create Orange County's signature residential address. Monthly rents for the lavishly-appointed apartments begin from \$1,525 and initial occupancy is expected

Homes at Southgate Middletown will feature wood grain cabinetry, quartz countertops, oversized subway tile backsplash, stainless appliances and contemporary luxury flooring. Select homes will also feature private garage parking and ceiling heights reaching over ten feet.

Complementing the well-appointed apartments will be a vibrant lifestyle environment with world-class amenities including a fully-equipped clubhouse, media room, state-of-the-art fitness center and sparkling outdoor pool.

Located near Interstate 84 and minutes from Route 17 and US 6, Southgate will provide easy access to many of the area's major business centers, including the nearby Orange Regional Medical Center, as well as a quick trip to the entertainment and cultural centers in New York City and northern New Jersey. There's also public transportation at the Middletown-Town of Wallkill Train Stations which whisks commuters to New Jersey and Manhattan via Metro-North trains.

Nestled in the historic Hudson River Valley, Southgate Middletown boasts a country-like atmosphere with panoramic mountain views. Middletown is home to the historic Paramount Theatre, as well as thirteen parks and recreational areas. The public Town of Wallkill Golf Club also lies within the City's borders. The Hudson Valley region is home to a variety of performing arts venues, wineries, historical attractions, museums, fine shopping and a host of state parks and outdoor activities. Shopping can be found minutes away at the Galleria Mall.

"We're also just 20 minutes from the renowned Woodbury Commons Premium Outlets, which is home to nationally-recognized name brand outlet stores," Mr. Hollenbeck says.