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GOOD NEWS FOR THAILAND'S LUXURY VILLA MARKET AS ISTANA PHUKET RISES OUT OF THE GROUND

ISTANA'S 'FEELING OF OPULENT' GETTING RECOGNIZED BY INTERNATIONAL MEDIA

Phuket, Thailand: Prism Estates, the developer of ISTANA Phuket – a collection of 19 individually designed luxury villas created by Gary Fell of GFAB Architects - has completed the final touches to its site infrastructure and construction of the villas has now commenced. Nine of the opulent 4 to 6 bedroom estates have sold and the remaining ten are for sale starting at 111 Million THB (\$3.25 Million USD or 2.3 Million EURO).

ISTANA Phuket is designed and built to deliver a total "Feeling of Opulence" (FOO) through exclusivity, ultimate quality, contemporary design and environmental harmony. The development is already recognized in real estate industry publications as one of Asia's top luxury villa projects.

The recent summer issue of *Robb Report's Vacation Homes* featured ISTANA Phuket and Asia's leading real estate industry publication *Property Report* just named the project one of Thailand's "Top Ten Luxury Properties" in their July 2009 issue.

Delivering FOO starts with an unrivalled 27.5 acre site located on the northwest corner of Phuket Island overlooking pristine Naithon Beach. Each villa plot is 3,200 square metres (35,000 square feet) with each villa designed to integrate harmoniously with its individual topography allowing unrivalled views across the Andaman Sea, while also ensuring the most important facet of FOO – total privacy.

ISTANA'S residential palaces include luxury features such as home cinemas, Italian Poliform kitchens and wardrobes, Lutron home automation systems, massive kitchen areas for catering to parties of up to a hundred guests, gymnasiums, fully-fitted Antonio Lupi bathrooms, finely wrought stone and timber floors, Italian cabinetry and joinery, polished terrazzo wall surfaces, exquisite artworks, the best of contemporary furniture, southern Italian Travertine marble finishing, separate au pair and staff quarters, and walk-in wine cellars.

ISTANA'S newly completed infrastructure goes far beyond the norm in keeping the site's natural beauty except where they could improve on it. The 10-month infrastructure building process involved intensive planning to save the land's old growth trees while improving the site by building two man-made lakes and a river that flows from the top of the site all the way to the bottom. Innovative Geo-Textile materials were also used to allow for the villas to be built using the natural contours of the land.

More information is available at www.istanaphuket.com.

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