

FOR IMMEDIATE RELEASE:

Cortex Resort Living Sets Sail For Playa Cristal ***Key Largo Residential Resort to Benefit Ecology, Economy***

KEY LARGO, Fla. – Newly-named Cortex Resort Living this fall will bring to market a residential resort reminiscent of the glory days of Cuba. Playa Cristal Resort will be integrated into 12 acres of bayside property at mile marker 97.5, home to America Outdoors RV Park.

“This piece of property is unique in the Keys in that it has a natural sandy beach,” says Cortex Chief Operating Officer Everett Atwell, Jr. “It’s why we chose the name Playa Cristal, which translates to crystal beach.”

To help preserve the pristine environment, Cortex Resort Living (CRL) has incorporated several ecological components in the development plan, including removal of a sewage treatment facility adjacent to the water. In addition, site drainage will be improved to modern standards and density will be decreased from the current 154 RV units to just over 90 resort units.

“What we have tried to create here is safety for the local environment,” says CRL planner Don Craig. “Playa Cristal will improve the ecology, decrease the number of vehicles on the road, especially during evacuations, and significantly increase the tax base of Monroe County.”

In its design, Playa Cristal Resort will draw upon the history of the Keys and its relationship to Cuba, once known as the Pearl of the Antilles.

“During World War I my grandfather sailed the waters off Key West for the United States Navy,” says Atwell. “He later operated his own charter boat and married a Havana native, Pura Perez. I wanted to reconnect with that heritage. Playa Cristal is inspired by that period of Cuba, when Hemingway first arrived.”

This latest offering will be true to exacting Cortex standards. Just over 90 fully furnished units will be offered, under five identities:

Quinta Bungalow or Suite-Tucked into the thick preserve of a natural Florida hammock, the ultimate in secluded living.

Casa Fuentes-A neighborhood of cottages centered on gardens and water features as an expression of the beach.

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Marquesa-The height of community living, organized about a traditional Cuban courtyard that transforms into a tidal pool.

Casa Grande- Reminiscent of grand Havana architecture. Opulent and rich of detail with stunning sunset views from every balcony.

Casa Aqua-Beach cottages where your front yard *is* Playa Cristal and the Bay of Florida.

“From the very beginning, we insisted that quality differentiate our company,” says Cortex Companies Chief Executive Officer Derek Parker. “Quality is in the detailed construction of our units, our eco-friendly design and the quality of our buyers.”

Playa Cristal is offered exclusively by Century 21 All Keys, Inc

The addition of a resort destination to the Cortex portfolio has led to the creation of Cortex Resort Living, a re-branding of the Cortex name for the purpose of new marketing efforts.

Cortex Companies will continue to operate America Outdoors as an RV facility until site work begins in 2006.

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