



FOR IMMEDIATE RELEASE

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InSight a Finalist for five CHBA National SAM Awards

NANAIMO, BC – The Canadian Home Builders' Association (CHBA) has announced the finalists for the 2009 CHBA National Sales and Marketing Awards. Nanaimo-based InSight Developments is named in five categories.

InSight is in the running for Best Direct Mail, Best Website for hawthornecorner.com, Best Project Signage and Logo, Best Sales Office and a special award for Marketing Excellence. Each nomination is for Hawthorne Corner, an enclave of 73 urban flats and lofts, part of the larger neighbourhood of Hawthorne, located in the heart of Nanaimo's University District. A café, pub-restaurant and market are also planned as part of the new development.

“We're very excited,” says InSight President Doug Bromage. “Hawthorne Corner was designed to be an affordable entry-level investment for young professionals, students, and first time buyers with a very modest marketing budget. Now we find ourselves in the company of high-end developments such as Dockside Green and 365 Waterfront in Victoria. It's quite a surprise and a good indication of the hard work our team has put into making Hawthorne Corner a desirable new Nanaimo address.”

The marketing materials for Hawthorne Corner successfully addressed the challenges of the dramatic real estate market downturn, helping to increase visits by potential buyers during a time when overall sales activity was in decline.

The CHBA's National SAM Awards recognize excellence in new home and renovation design, innovative technology and construction techniques, and outstanding presentation and marketing activities of builders, renovators and developers from all across Canada. This year, these prestigious industry awards will be handed out on March 6, 2010 during the Association's 67th National Conference in Victoria.

About InSight Developments

InSight Developments, on behalf of InSight Holdings Ltd., has been active in Vancouver Island development since 1993, developing over \$250 million in real estate throughout the Nanaimo region. They began with the 50-acre retirement lifestyle community of Longwood, building and selling 242 homes in five buildings. A sixth, Thornbridge, is slated for completion in Spring 2010. InSight's other projects will include Seawalk, a stunning 24-storey, high-rise tower overlooking Nanaimo harbour and an ambitious 26-acre community in Parksville, both in early planning stages.

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