

For Immediate Release**Media Contact:**

Ross McWilliams
McWilliams|Ballard
703.535.5550
rmcwilliams@mcwilliamsballard.com

McWilliams|Ballard expands into South Florida**Washington, DC January 25, 2010**

McWilliams|Ballard announced today that it has been retained by The Carlyle Group as the sales and marketing firm of record for its CityPalms project located in West Palm Beach, Florida. CityPalms, a 288 unit residential community, features 1, 2 and 3-Bedroom residences with features such as Italian cabinetry, Quartz countertops and radiant glass cooktops in the kitchens, baths featuring oversized soaking tubs and under-mount porcelain sinks, and full-size stack washer dryers in every home. Residents of CityPalms can take advantage of the Call on Jack™ 24-hour concierge service or relax next to the 70-foot swimming pool and raised spa with sweeping views of downtown West Palm Beach.

Centrally located in downtown West Palm Beach and adjacent to CityPlace, an outdoor, mixed-use promenade featuring national retailers such as Macy's, Barnes & Noble and Ruth's Chris Steak House, residents at CityPalms are also just moments from the Clematis Street District affectionately known as the historical heart of downtown West Palm Beach.

McWilliams|Ballard and the Carlyle Group have partnered on other condominium projects along the East Coast in such markets as Washington, DC, Ocean City, Maryland and Wildwood, New Jersey. "The Carlyle Group chose McWilliams|Ballard as the sales and marketing firm for CityPalms due in part to their breadth of knowledge, innovative sales and marketing solutions, and proven track record in new markets such as South Florida", says Scott Jenkins, Vice President at The Carlyle Group.

"Having partnered with The Carlyle Group on multiple projects in the past, we are honored to have been selected as the sales and marketing firm for CityPalms in West Palm Beach", says Ross McWilliams, Principal at McWilliams|Ballard. "With a team already on the ground in South Florida, we look forward to another successful partnership with The Carlyle Group and the ability to utilize our customized sales and marketing approach in South Florida."

About McWilliams|Ballard

McWilliams|Ballard, headquartered in Alexandria, VA, is a progressive sales and marketing firm specializing in multi family housing. The firm creates partnerships with developers and builders to provide start to finish sales and marketing solutions as well as effective consulting and market research. While based in the Washington, DC Metropolitan Area, the firm's experience is wide ranging with successful work in ten states nationwide. Founded in 1996, McWilliams|Ballard has quickly become one of the most successful real estate and marketing firms on the East Coast.

Real Trends 500 – the annual research report which names the country's largest and most successful residential real estate firms, has identified McWilliams|Ballard as one of the two largest sales firms in the country whose sole focus is new project development. In 2008 The Washington Business Journal ranked McWilliams|Ballard the 5th largest Residential Real Estate Company in the Washington Metropolitan Area.