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Shelter Rock Builders Announces Plaza 21 Luxury Condominium In Astoria



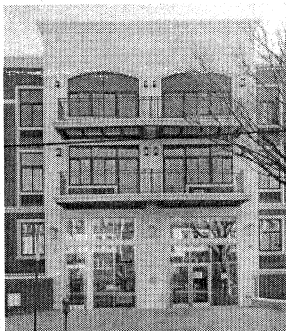
Shelter Rock Builders announced today that its luxury three-story condominium building, Plaza 21, located in the tranquil and vibrant neighborhood of Astoria, has completely sold out. All 36 residences were sold in a record 24 months.

The development went on sale on January, 2010, in the middle of one of the most challenging real estate environments in decades. Shelter Rock Builders, LLC were the general contractors on the project; Stellar Development was Construction manager.

Sensing value, a prime location, and the added appeal of a highly respected contractor in Shelter Rock Builders, buyers quickly snapped up condominiums in the 20,000 square foot classic brick and masonry building located at 23-11 21st Avenue. The building's residences, many of which feature panoramic views of the skyscrapers of Midtown, range from 520-713 square-foot one bedrooms to 762-1,129 square-foot two bedrooms. Select homes feature private balconies. One--bedroom apartments started at \$312,000, a supreme value in the crowded metropolitan marketplace.

"We are thrilled to have had such overwhelmingly positive consumer response to Plaza 21," said Ben Shavolian, of Shelter Rock Builders, LLC, owner, developer and general contractor for the project. "We knew the project would be successful based on the fact that hundreds of prospective buyers signed up to be on the waiting list even before the apartments went on sale. But to sell out in less than two years, in one of the most challenging markets in recent decades, was beyond even our wildest dreams. Plaza 21's success is proof that buyers are still hungry for reasonably priced, luxury apartments in this vibrant, easily accessible neighborhood."

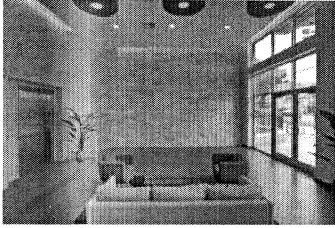
High-end design elements, including slate flooring, nine-foot ceilings, and state-of-the-art kitchens outfitted with black granite, zebra wood base cabinets, white lacquer uppers, cascade faucets and Bosch appliances, doubtless added to the project's appeal, as did amenities such as an on-site gym, virtual doorman, package room, video security, bicycle rack, and a community room, as well as 24 onsite parking spaces and 21 storage bins.



About Shelter Rock

Shelter Rock Builders, a family-owned business, made its reputation as a highly respected builder of luxury custom homes in Long Island. In 2001, the company changed its focus, concentrating on three different areas: creating affordable housing in the boroughs of New York City; building market-rate condominiums; and performing general contract work for not-for-profit



clients.



Building on its long experience in luxury housing, Shelter Rock is currently selling the final remaining apartments in Plaza21, a new luxury condominium development in the highly coveted neighborhood of Astoria, Queens.

In all their areas of focus, Shelter Rock is distinguished from its competitors by its commitment to excellence; exacting attention to detail (including overseeing every step of the design and construction process); insistence on quality products and finishes; and adherence to the company philosophy that a homeowner's happiness should last a lifetime.

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