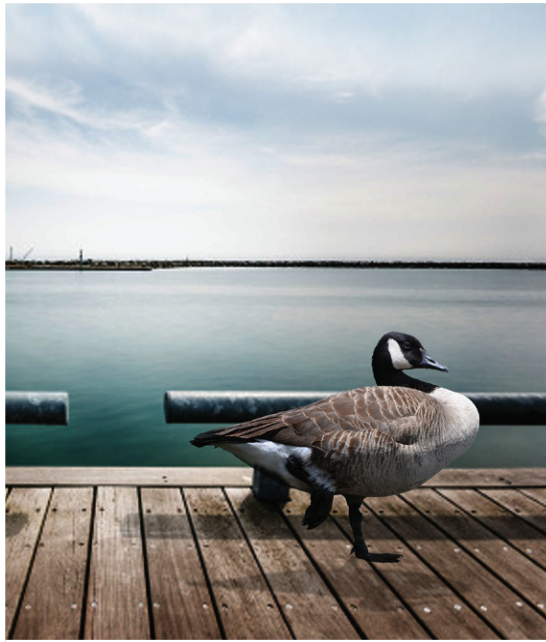




Bayside Toronto Marketing Strategy Overview

March 1st, 2013



WATERFRONToronto

**building our
new blue edge**

The Bayside Toronto Brand Identity

BAYSIDE
T O R O N T O

Bayside Toronto will be a major destination in Toronto's emerging downtown waterfront featuring opportunities for living, working, shopping, dining and leisure time. The logo graphic must reflect this dynamic, cosmopolitan urban sensibility.

The typeface is clean, simple and elegant. It is a customized Neutra Text sans serif type font, set in capital letters, giving a sense of authority within a modern look and feel.

Colour is a vital component of brand identity. When used on all communication materials, it reinforces the brand experience. The green and blue reflect the waterfront – land meeting water. They are both strong, bright colours that tie into the vibrancy of Bayside Toronto.

Positioning Statement:

Redefining life on the water's edge.

Bayside will not only be a destination – it will be a community. This 24/7 neighbourhood will include homes, restaurants, shops, cultural venues, parks, the lakefront promenade and boardwalk. Combined with easy access to other emerging waterfront neighbourhoods and downtown, Bayside Toronto will define life on the water's edge.



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BAYSIDE TORONTO MARKETING STRATEGY OVERVIEW | March 1st, 2013





Hines

A Hines
Master Planned
Development

TRIDEL®

Exclusive
Residential
Partner

Launching the Bayside Toronto Waterfront Community

HINES is the master developer and TRIDEL is the exclusive residential partner for Bayside Toronto. They bring decades of international experience, expertise and resources towards making BAYSIDE Toronto's premier new waterfront neighbourhood.

This is a 10 acre \$1.6 billion master planned, fully integrated mixed-use waterfront community featuring over 2 million sq. ft. of residential, education, cultural, commercial employment space that will become a priceless public asset.

A dynamic introduction and awareness campaign will begin the marketing initiatives – educating our markets on the size, scope and lifestyle attributes of this community. This will serve as an excellent underpinning for the upcoming first phase condominium launch.



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BAYSIDE TORONTO MARKETING STRATEGY OVERVIEW | March 1st, 2013



Bayside Toronto Community Master Plan



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BAYSIDE TORONTO MARKETING STRATEGY OVERVIEW | March 1st, 2013





Bayside Toronto's Environmental Sustainability Initiatives

Hines and Tridel are both firmly committed to building communities that are environmentally responsible, energy efficient and healthy places to live.

A Vital Part Of Toronto's First LEED® Gold Neighbourhood

The Bayside community has been planned and designed to conform with Waterfront Toronto's Mandatory Green Building Requirements (MGBR), and as such, is already recognized as being a part of Toronto's first LEED® Gold Neighbourhood. (Stage 1 pilot certification)

R1-R2 Condominium Pursuing LEED® Platinum Certification

R1-R2, the first phase condominium in the Bayside Toronto community, will be an energy efficient and environmentally friendly condominium – a LEED® PLATINIUM candidate, the highest rating possible with the LEED® Green certification system. It will be a high performing building using less energy while providing superior comfort and cost savings to its home owners.

NetZED

NetZED is a new high-rise condominium green living offering developed by **Tower Labs @MaRS**. It stands for **Net Zero Energy Dwelling** and refers to the balance of energy produced from renewable energy sources and the amount of energy consumed by the dwelling on an annual basis. Green energy in = Energy used.

This energy will be produced by PV and solar thermal collectors on the rooftop of the condominium's north tower for the benefit of the NetZED Signature Suite on the top floor. All energy loads in the suite will be electric and a net meter will trade power back and forth between the suite and the common areas.

Rooftop Urban Garden

This accessible garden will be located on the south-end rooftop of the 11th floor of the condominium and will be available to participating residents for localized small-scale urban agriculture. An extension of the condominium's varied amenities; here residents can enjoy the space both individually as well as collectively with other residents while supplementing their diets with fresh produce grown right at home. Additionally, the space will beautify the overall surroundings and create a pleasing visual for the adjacent residential suites as well as from the amenity rooftop above. A third party contract will oversee the rooftop urban garden to ensure regular maintenance and esthetics of the space.

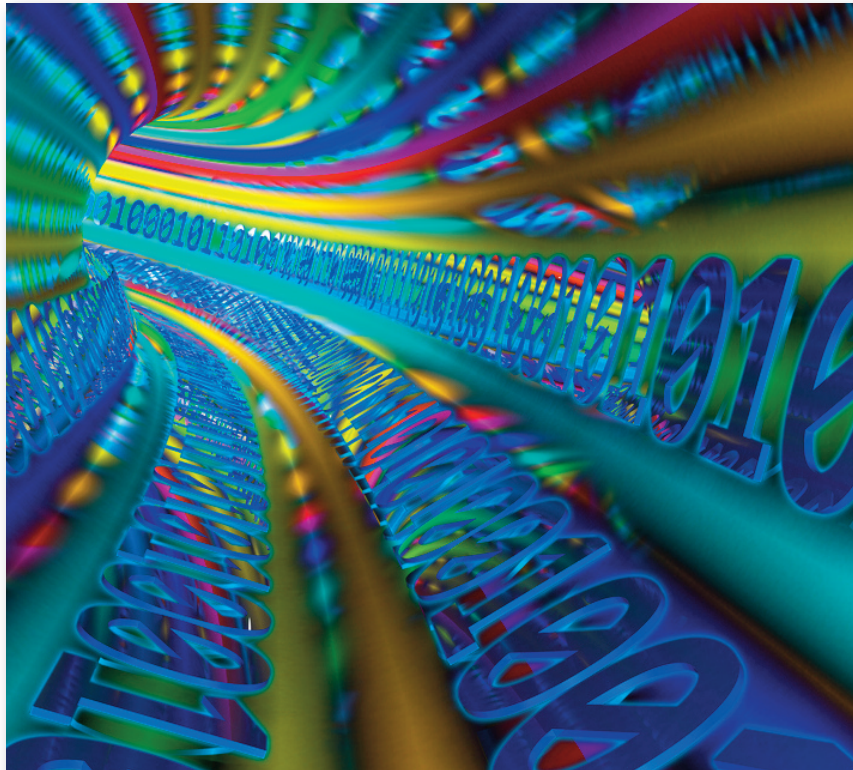


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BAYSIDE TORONTO MARKETING STRATEGY OVERVIEW | March 1st, 2013





Beanfield Condoconnect

Waterfront Toronto will be home to Toronto's fastest residential internet.

With Beanfield Condoconnect leading the way on the technology front, Bayside Toronto will become home to one of the top 7 most sophisticated networks in the world. An ultra-high-speed, ultra-broadband fiber-optic network will deliver unheard-of Internet speeds to residential and commercial customers. This new wireless network will allow for wireless speeds up to 100 megabits anywhere on Waterfront Toronto lands; it will link to an innovative community web-portal where local residents and businesses will connect.

All users in this "Intelligent Community" will have the freedom to buy services from any provider that opts to connect to this network.



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BAYSIDE TORONTO MARKETING STRATEGY OVERVIEW | March 1st, 2013



AQUALINA

AT BAYSIDE TORONTO

Distinctive, Elegant, Memorable

The Aqualina Name & Logo

The condominium name and logo must be distinctive, memorable, friendly, and easy to pronounce (especially for prospects with English as a second language). It must project a current and aspirational quality to fit Toronto's diverse and cosmopolitan lifestyle sensibilities.

The name AQUALINA was chosen to differentiate this first phase from the numerous other condos in the GTA. "Aqua" obviously means water, while "lina" has European, Middle Eastern, and Asian roots tied to feminine associations of tenderness, beauty, elegance and delicacy. This name has an elevated tone and image, making it appropriate for both the project's market priced condos as well as the "Signature Collection" suites and penthouses overlooking the lake.

The contemporary type font is the same as the Bayside logo. The blue wave makes an obvious reference to the waterfront location. The "Bayside Toronto" addition works to support the overall community brand.



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BAYSIDE TORONTO MARKETING STRATEGY OVERVIEW | March 1st, 2013





Introducing Aqualina Bayside Toronto

Designed by Arquitectonica

Designed by internationally acclaimed architects Arquitectonica at their New York office – the Aqualina condominium exterior features a series of prismatic blocks stacked over and next to each other descending towards the lake. These blocks occasionally shift irregularly, highlighted by angled windows and balconies orienting the suites to maximize waterfront and city views. A stunning glass cube housing the premium “Signature Collection” suites begins on the 7th floor and is closest to the waterfront. This condominium is set to be a waterfront landmark.

**Aqualina will be an energy efficient and environmentally friendly condominium,
pursuing Platinum LEED® certification.**



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BAYSIDE TORONTO MARKETING STRATEGY OVERVIEW | March 1st, 2013



Introducing Aqualina Bayside Toronto – Via Velo

Designed by Arquitectonica



The building is organized around two cores, each serving a portion of the building through north and south lobbies. The 2 storey Via Velo intersects the building and will be animated with retail, sculptural seating and landscaping. The space will have retractable enclosures at both ends allowing for both summer and winter use. Additional retail spaces will line the Bonnycastle sidewalk, waterfront and Sherbourne Common. Recreational amenities will be located on the P1 level and on the 13th floor rooftop terrace with lounge areas and an outdoor swimming pool with stunning views of the inner harbour.



Aqualina Interior Design

A Sophisticated Design Vision From II BY IV Design Associates

Renowned for pushing design excellence goalposts to meet their clients' highest expectations – II BY IV Design Associates has become one of Canada's leading interior design firms and was unanimously chosen for Aqualina Bayside Toronto.

From the two statement-making light-filled lobbies to the sophisticated Party Room, Health and Fitness Centre and stunning indoor rooftop lounge over-looking the outdoor terrace, II BY IV is currently in the process of designing the amenity and common areas of the Aqualina condominium.



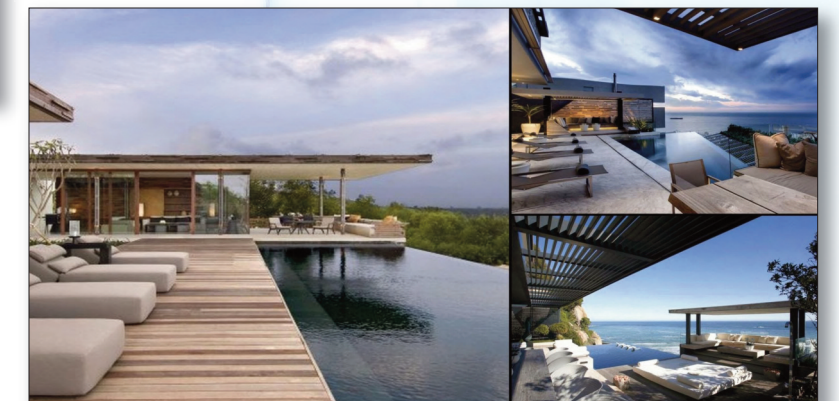
Lobby Concierge Desk



Lobby Lounge



Rooftop Amenity Area



II
BY
IV



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BAYSIDE TORONTO MARKETING STRATEGY OVERVIEW | March 1st, 2013



Aqualina Suite Mix

Aqualina Suite Mix

As of Feb 15, 2013

Unit Type	Total Units	% Total Units	Total SF	Avg SF	% Total SF	Min SF	Max SF
1B	131	36%	75,964	580	26%	533	706
1B+D	77	21%	51,611	670	18%	605	716
2B	86	24%	75,565	879	26%	728	1,279
2B+D	36	10%	39,443	1,096	14%	981	1,361
3B	6	2%	6,692	1,115	2%	1,081	1,184
Subtotal	336	93%	249,275	742	86%	533	1,361
Signature	24	7%	34,806	1,450	12%	1,336	1,565
PH	3	1%	5,993	1,998	2%	1,716	2,185
Subtotal	27	7%	40,799	1,511	14%	1,716	2,185
Total	363	100%	290,074	799	100%	533	2,185

Note: Three bedroom suites are comprised of 6 typical suites, 12 signature suites and 3 penthouse suites for a total of 21 (6% of total suite count)



Aqualina Suite Mix

Low End of Market Suite Mix
As of Feb 15, 2013

Type	Size Limit (sm)	Size Limit (sf)	Unit Type	Size	Number	Total
Bachelor	46.5	500				0
1 Bed	60.4	650	1A	533	5	
			1B	548	5	
			1C1	554	2	
			1D	559	44	
			1E	561	2	
			1F	568	5	
			1G	592	1	
			1H	595	4	
			1J	596	2	
			1K	602	1	
			1L	638	4	
			1M	605	4	
			1Ma	638	2	81
2 Bed	79	850	2A	728	4	
			2B	777	4	
			2C	790	4	
			2D	828	1	
			2E	831	4	17
3 Bed	93	1,001				0
				Total		98
				Total Suites In the Building		363
				Total %	27%	



Aqualina Suite Grid

East Bayside Estimated Price Grid
As of Sep 14, 2012
Tridel Revisions as of Feb.15, 2013

Floor	Ceiling Ht	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
13																					PH1 WNE 1,716	
12			2C+D NES 1,184		2Ac+D E 993	1R+D E 660	1R+D E 660	1R+D E 660	1R+D E 660	1R+D E 660			3B SE 1,184								S1 NE 1,351	
11			2C+DT NES 1,184		2Ac+DT E 993	1R+DT2 E 660	1R+DT2 E 660	1R+DT2 E 660	1R+DT2 E 660	1R+DT2 E 660			3BT SE 1,184								S1 NE 1,351	
10		2F NE 878	2B SE 777	1H E 595	1D E 559	1D E 559	1D E 559	1D E 559	1D E 559	1D E 559			1L E 642	1A E 533		2M E 993					S1 NE 1,351	
9		2F NE 878	2B SE 777	1H E 595	1D E 559	1D E 559	1D E 559	1D E 559	1D E 559	1D E 559			1L E 642	1A E 533		2M E 993					S1 NE 1,351	
8		2F NE 878	2B SE 777	1H E 595	1D E 559	1D E 559	1D E 559	1D E 559	1D E 559	1D E 559			1L E 642	1A E 533		2M E 993					S1 NE 1,351	
7		2F2 NE 878	2B2 SE 777	1H E 595	1DT E 559	1DT E 559	1DT E 559	1DT E 559	1DT E 559	1DT E 559			1LT E 642	1AT E 533		2MT E 993					S1T NE 1,351	
6		1P NE 706	2A SE 732	1Ta+D E 721		1R+D E 660	1R+D E 660	1R+D E 660	1R+D E 660	1R+D E 660	2G E 939		2Ga E 913			L2G E 858	L1D E 572	L1DR E 572	L2B E 747	L1B E 566	L1A E 552	1S+D E 685
5		1P NE 706	2A SE 732	1Ta+D E 721		1R+D E 660	1R+D E 660	1R+D E 660	1R+D E 660	1R+D E 660	2G E 939		2Ga E 913			L2G E 858	L1D E 572	L1DR E 572	L2B E 747	L1B E 566	L1A E 552	1S+D E 685
4		1P NE 706	2A SE 732	1Ta+D E 721		1R+D E 660	1R+D E 660	1R+D E 660	1R+D E 660	1R+D E 660	2G E 939		2Ga E 913			L2G E 858	L1D E 572	L1DR E 572	L2B E 747	L1B E 566	L1A E 552	1S+D E 685
3		1PT NE 706	2AT SE 732	1Ta+DT E 721		1R+DT1 E 690	1R+DT3 E 660	1R+DT3 E 660	1Ra+DT1 E 623	1Rb+DT1 E 623	2GT E 939		2GaT E 913			L2G E 858	L1D E 572	L1DR E 572	L2B E 747	L1B E 566	L1A E 552	1S+D E 685
2		2H NE 910	1C1R E 554	1C1 E 554	L1K E 635	L1F E 604	L1FR E 604	2UT SE 1,279	2D1 NE 828	L1G E 621	L2H E 899	L2K E 942	L2E E 811	L1E E 598	L1C E 570	L2Ba1 E 740	L1D1 E 572	L1D1R E 572	L2B1 E 747	L1B1 E 566	L1A1 E 552	1S1+D E 685
Total Suites		9	11	9	7	11	11	11	11	11	5	1	11	5	1	9	5	5	5	5	12	5
Total SF		7,246	8,958	5,818	4,857	6,830	6,800	7,475	6,987	6,780	4,655	942	9,399	2,730	570	8,144	2,860	2,860	3,735	2,830	12,582	3,425





Bayside Toronto Community & Aqualina Marketing Tactics



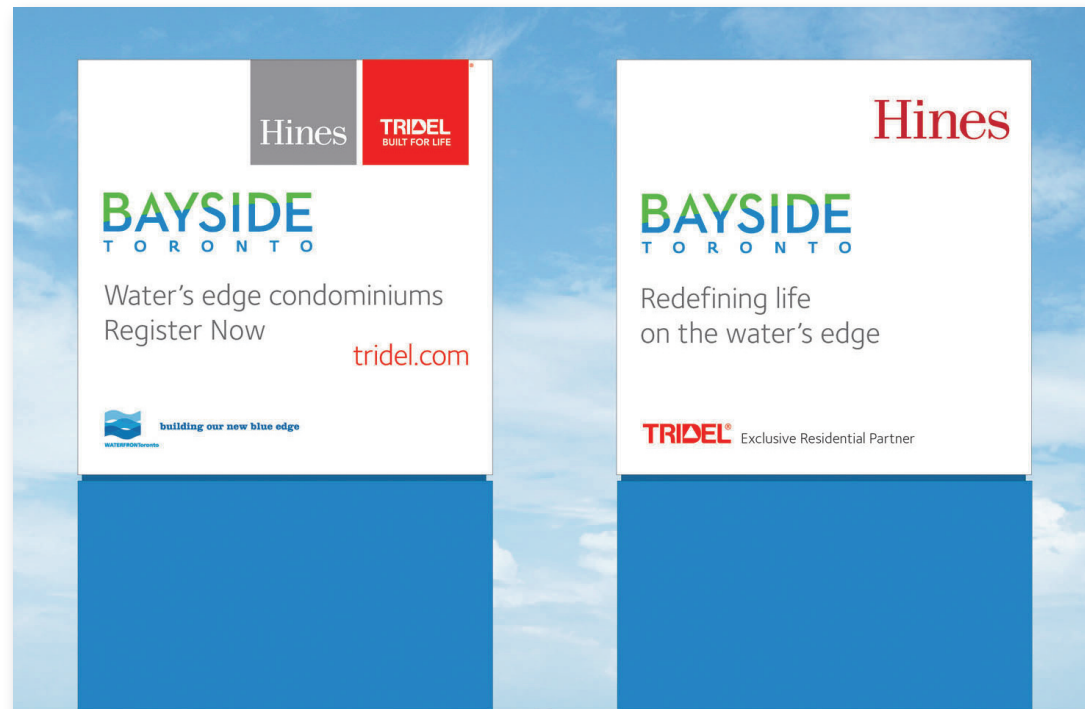
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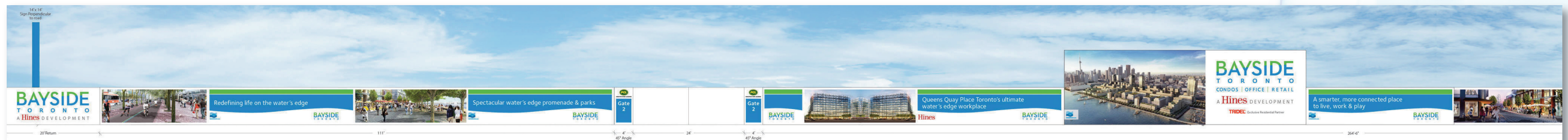
BAYSIDE TORONTO MARKETING STRATEGY OVERVIEW | March 1st, 2013



Bayside Toronto Hoarding and Signage



Freestanding Site Signage



East end of site



Queens Quay Hoarding

West end of site



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BAYSIDE TORONTO MARKETING STRATEGY OVERVIEW | March 1st, 2013



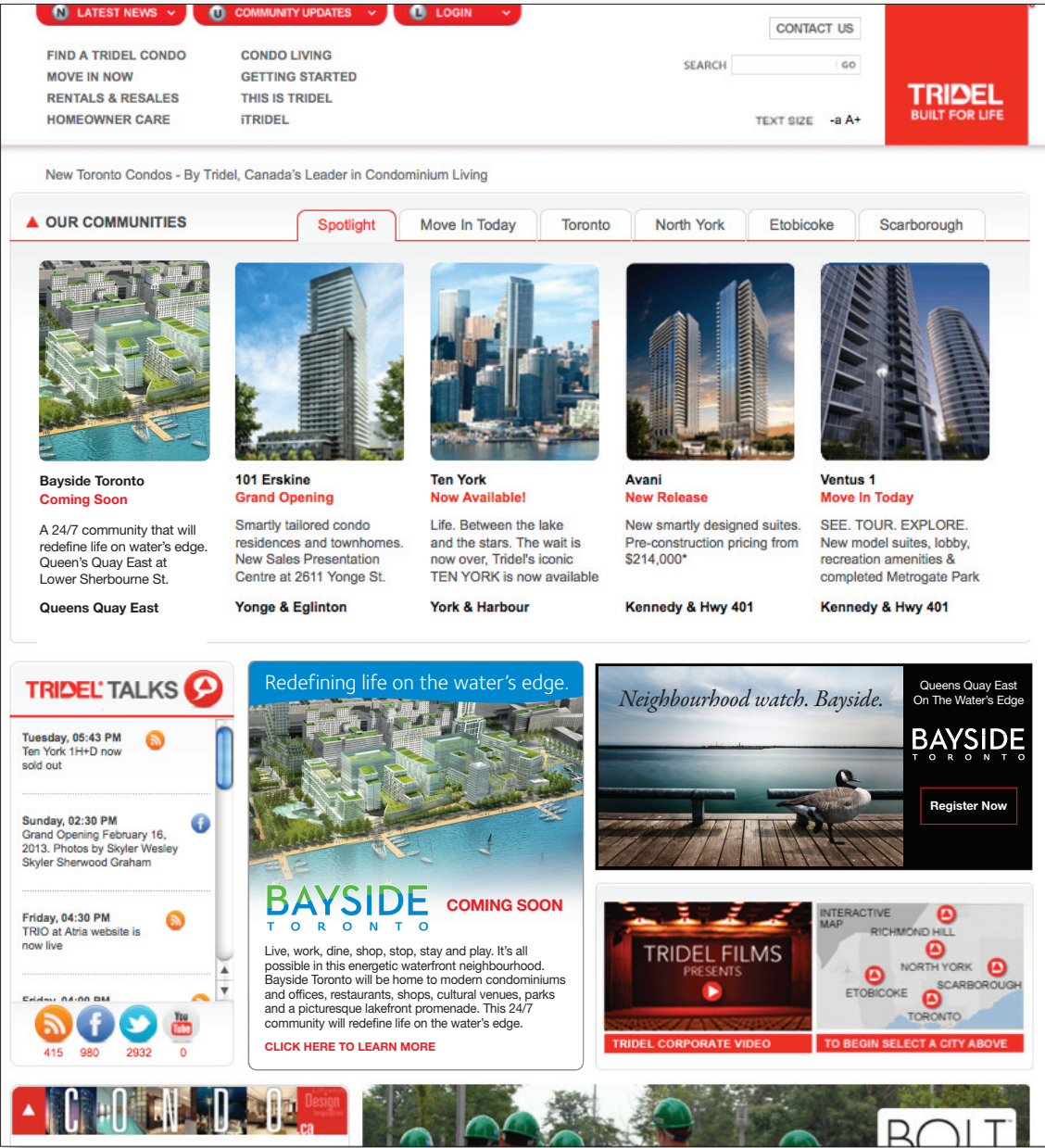
Bayside Toronto Digital Marketing

Digital Marketing will be a major presence in the launch programs for the Bayside Toronto community and Aqualina condominium.

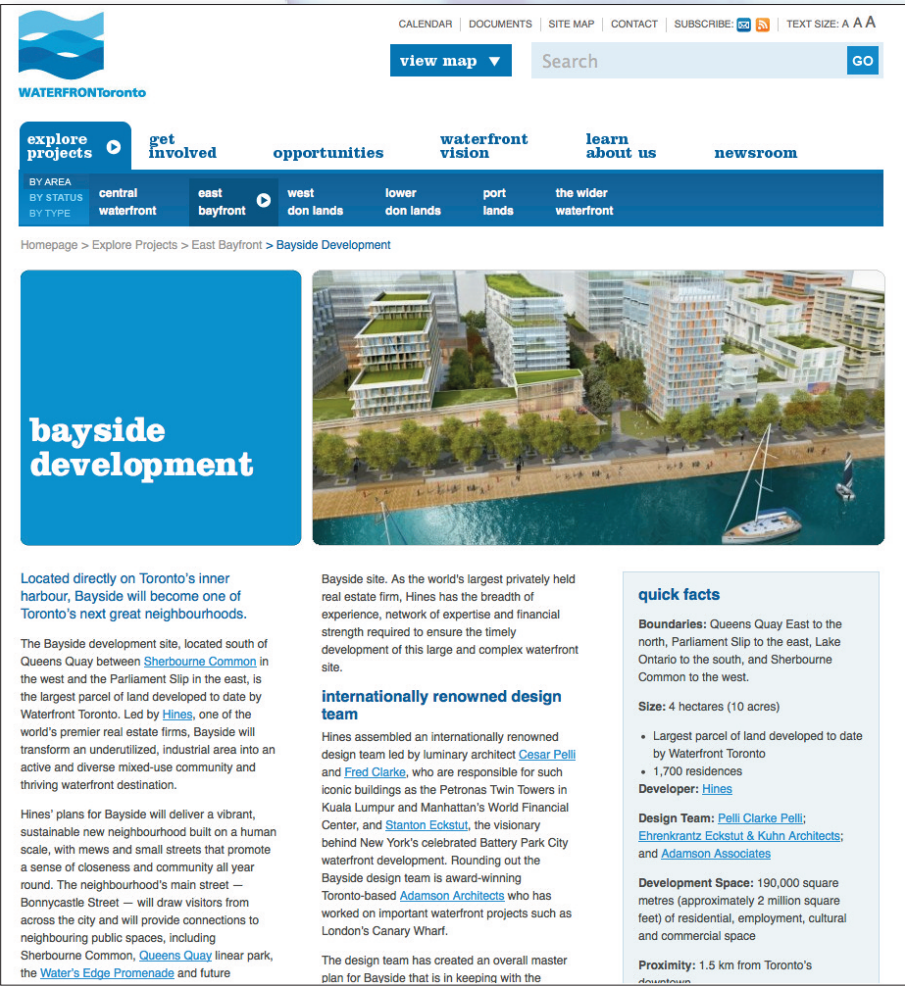
Tridel’s proprietary digital marketing system will be the driving force. Their robust website, SEO, extensive databases of Realtors and prospects, analytical capabilities and best-practice use of email deployment will create the necessary awareness and interest in obtaining large numbers of qualified registrations for viewing and purchasing.



Hines website



Tridel website



Waterfront Toronto website





Aqualina Preview Website & Registration

The first marketing tool to be deployed is a Preview micro-web site on tridel.com.

This will include a registration tile at the top left of Tridel's web home page along with a larger information banner and an Asynchronous JavaScript and XML (AJAX) rotating banner. These will be linked to a preview landing page with a detailed outline and renderings of the community, locator map and a further link to the registration page. Upon completing and submitting the registration, an auto reply will be immediately deployed to all registrants.



Aqualina Preview Website & Registration

LATEST NEWS

COMMUNITY UPDATES

LOGIN

CONTACT US

FIND A TRIDEL CONDO
MOVE IN READY
RENTALS & RESALES
HOMEOWNER CARE

CONDO LIVING
GETTING STARTED
THIS IS TRIDEL
ITRDEL

SEARCH

GO

TEXT SIZE -8 A+

Hines

TRIDEL
BUILT FOR LIFE

AQUALINA
BAYSIDE | TORONTO

REGISTER
MORE TRIDEL CONDOS

f t w e

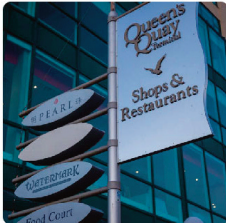
COMING SOON TO TORONTO'S DOWNTOWN WATERFRONT

AQUALINA
Redefining life on the water's edge.

CLICK HERE TO REGISTER
FOR CONDOMINIUM PREVIEW







Sublime condominiums overlooking Toronto's waterfront

Do you dream in hues of blue? Embrace the vision with AQUALINA: Tridel/Hines' striking, ultra modern glass masterpiece and the first condominium residence at Bayside -- the largest, fully integrated master planned mixed-use community on Toronto's waterfront. [image gallery](#)

Located adjacent to Sherbourne Common Park on Queen's Quay East, [walkscore](#) AQUALINA is the definitive place to live, work and play year round. Designed by an international team of architects, AQUALINA idyllically fronts Bonnycastle, giving Residents easy access to main street retail, restaurants and services. Nearby open green spaces and the promenade along the water's edge offer locales for daily leisure pursuits. Key attractions, major thoroughfares and access to transit are conveniently close, yet feel a breathtaking world away.

This will be a condominium that redefines life on the water's edge.

[Register now](#) for Aqualina at Bayside Toronto

[Tridel Talks Bayside](#) • [Aqualina on Facebook](#)

LATEST NEWS

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ITRDEL

SEARCH

GO

TEXT SIZE -8 A+

Hines

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BUILT FOR LIFE

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REGISTER
MORE TRIDEL CONDOS

f t w e

REGISTER NOW

Please complete the registration form below to receive additional information on AQUALINA

Items marked with a star(*) are required

* Salutation:

☐ Ms. ☐ Mr. ☐ Mrs. ☐ Dr. ☐ Miss

* First Name:

* Last Name:

* Your E-mail Address:

Area Code & Phone Number:

* Cell Phone/Mobile:

I want to receive text messages about 101 Erskine**

Address:

Suite/Apartment:

City:

Province:

ON Ontario

* Postal Code:

Country:

What are you interested in?

☐ Condominium ☐ Studio

Desired Price Range

☐ Under \$350,000

☐ \$350,000 to \$450,000

☐ \$450,000 to \$550,000

☐ \$550,000 to \$750,000

☐ \$750,000 to \$1,000,000

☐ Over \$1,000,000

Are you a Real Estate Professional:

☐ Yes ☐ No

If so, which company?:

RECO number

Questions & Comments:

At times, we would like to contact you about Tridel special events and promotions. If you would like to hear from us, please check the appropriate boxes.

☐ By Email

☐ By Mail

☐ By Phone

Register Now

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Aqualina Registration Form

AQUALINA
BAYSIDE | TORONTO

Hines

TRIDEL
BUILT FOR LIFE

Thank You
For Registering

Thank you for registering for AQUALINA, a 2 million square foot, centrally located 24/7 mixed-use community, arriving soon to the heart of Toronto's evolving inner harbour waterfront.

As a registrant, you will receive email updates and an exclusive opportunity to preview AQUALINA before we open to the general public.

Keep updated by following us on
[Facebook](#), [Twitter](#) & [Tridel Talks](#)

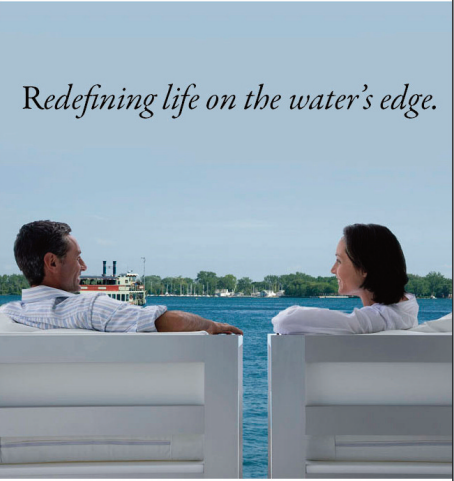
f Be a Fan of Tridel

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TRIDEL TALKS
A Blog by Tridel

go to tridel.com

Redefining life on the water's edge.



Aqualina Registration Auto Reply

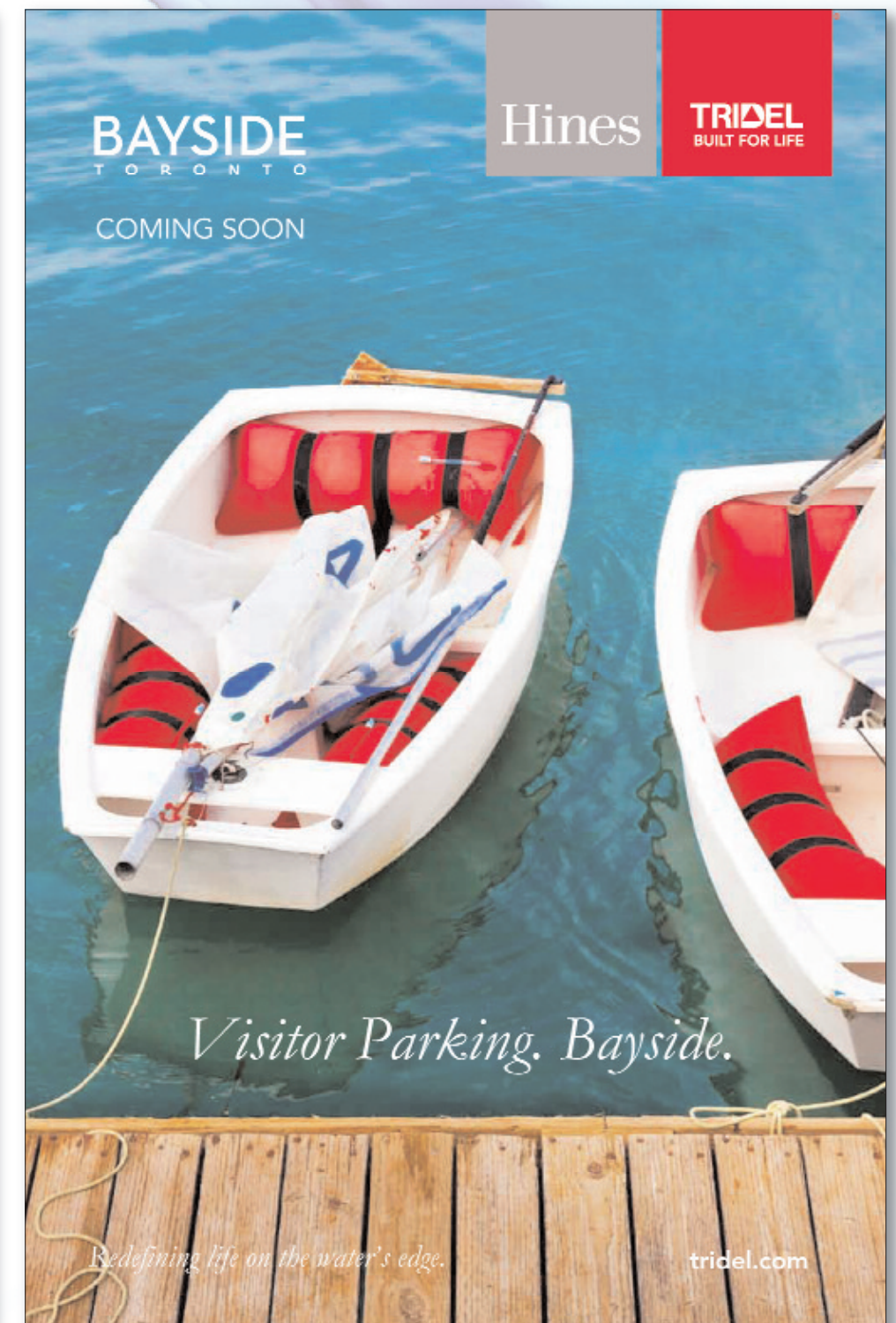
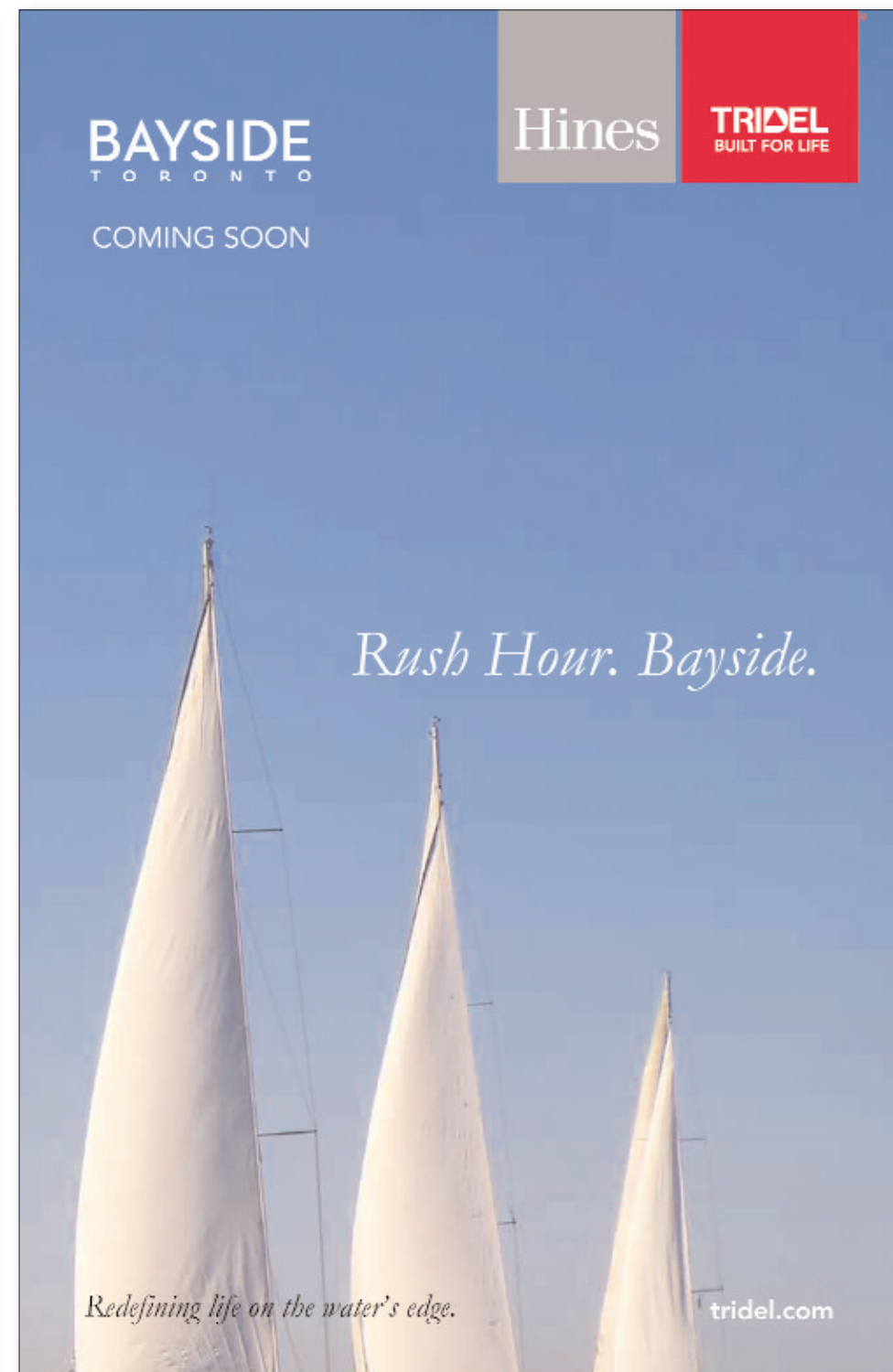
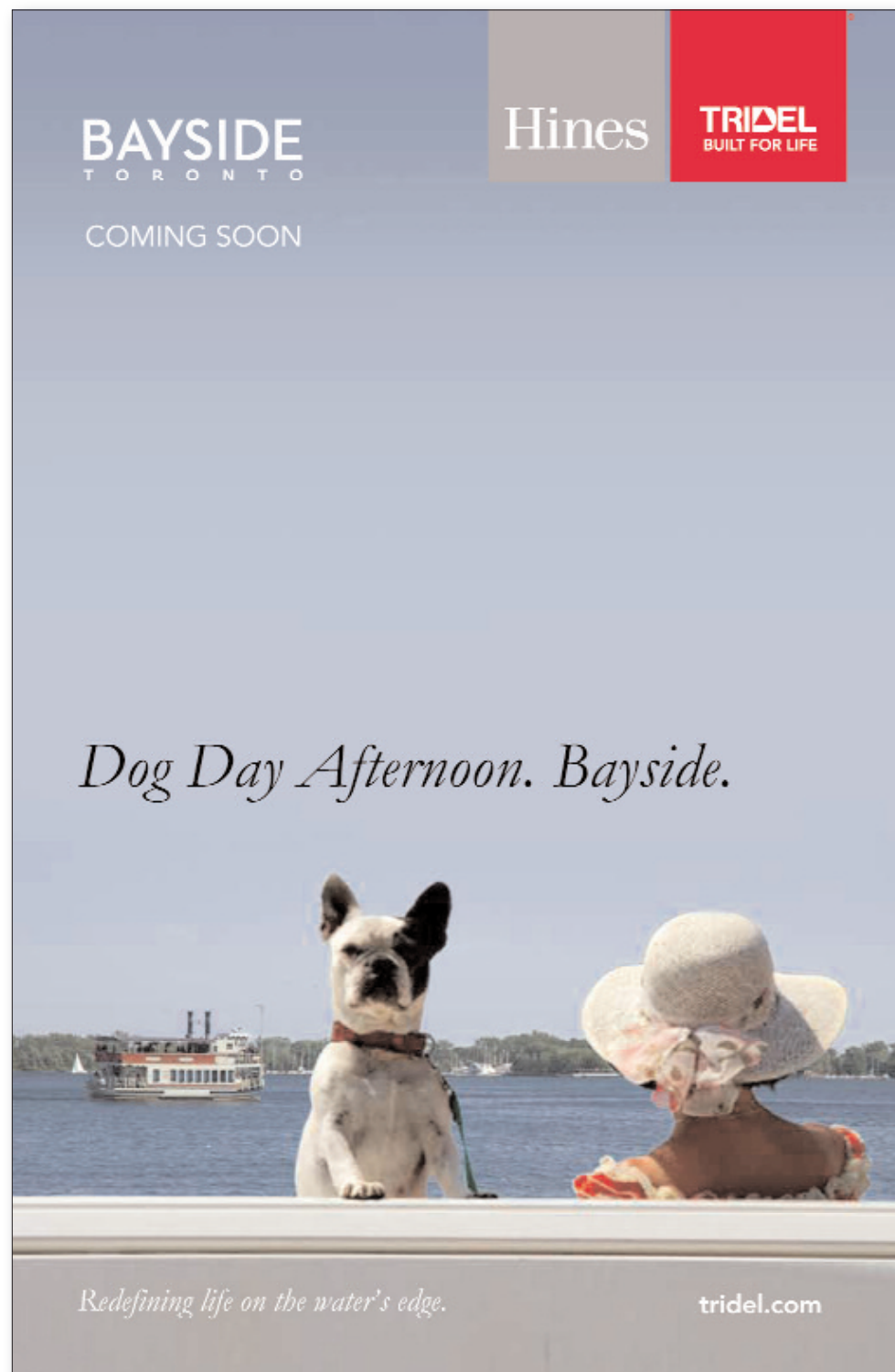
Aqualina Information Landing Page

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BAYSIDE TORONTO MARKETING STRATEGY OVERVIEW | March 1st, 2013

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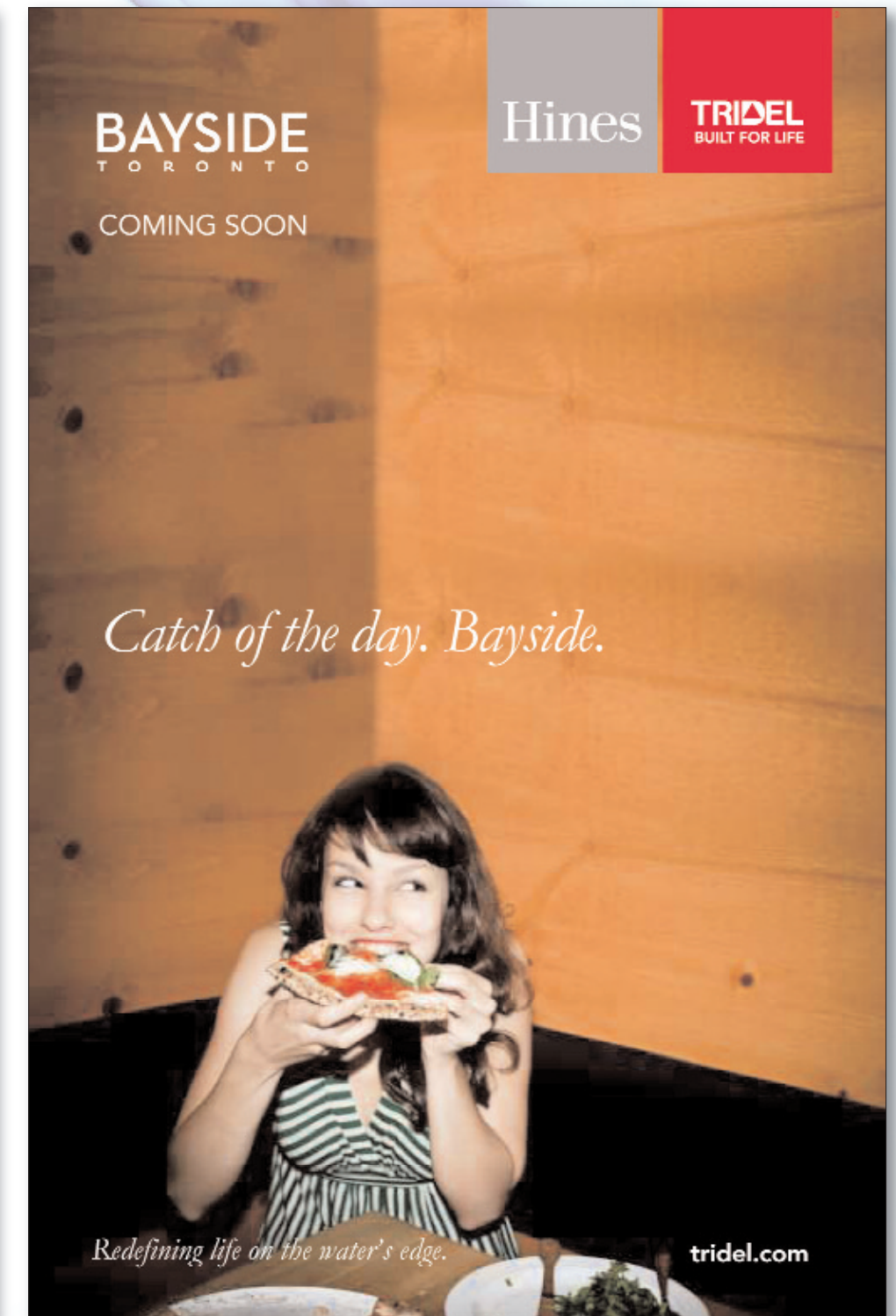
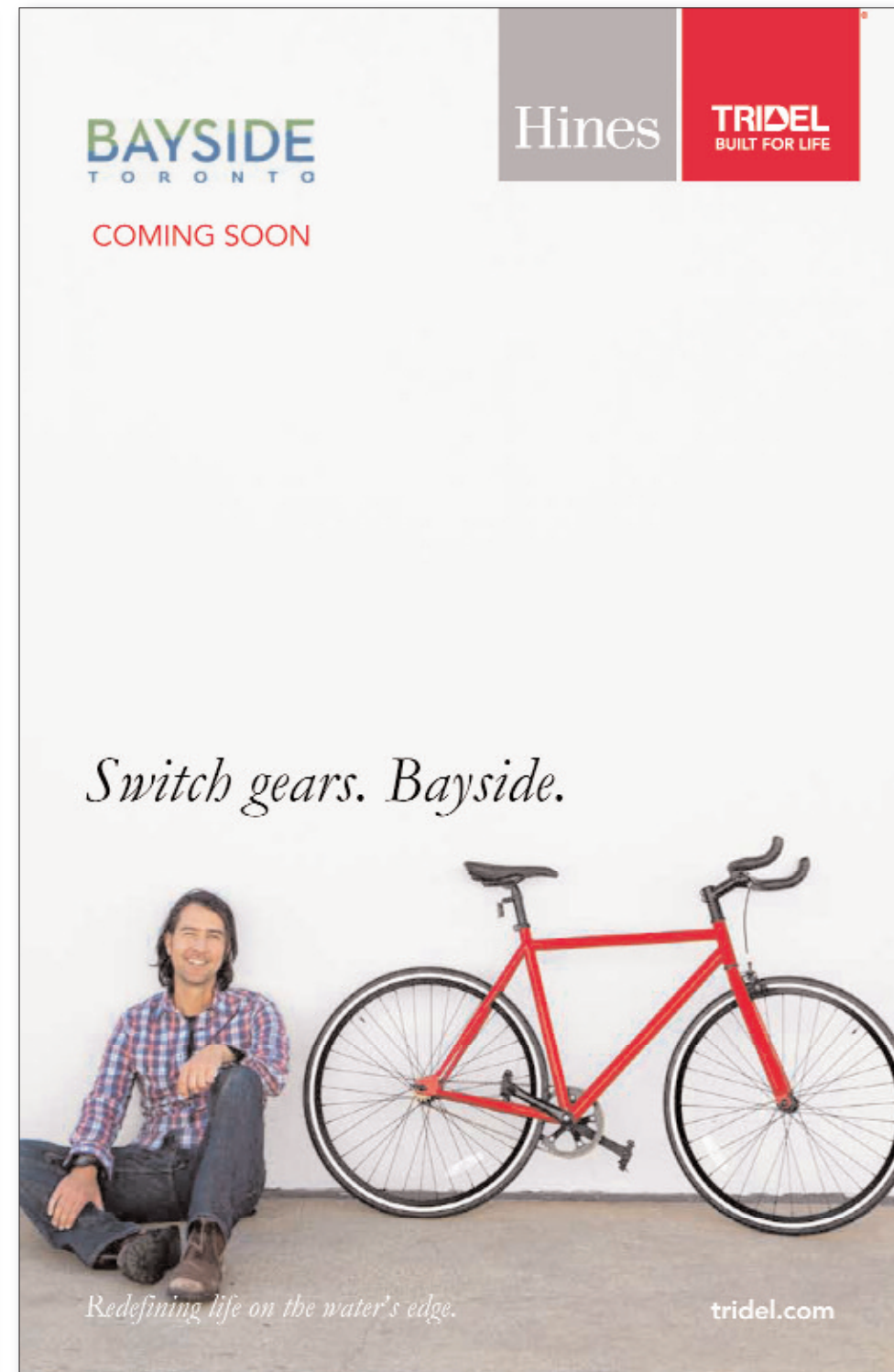
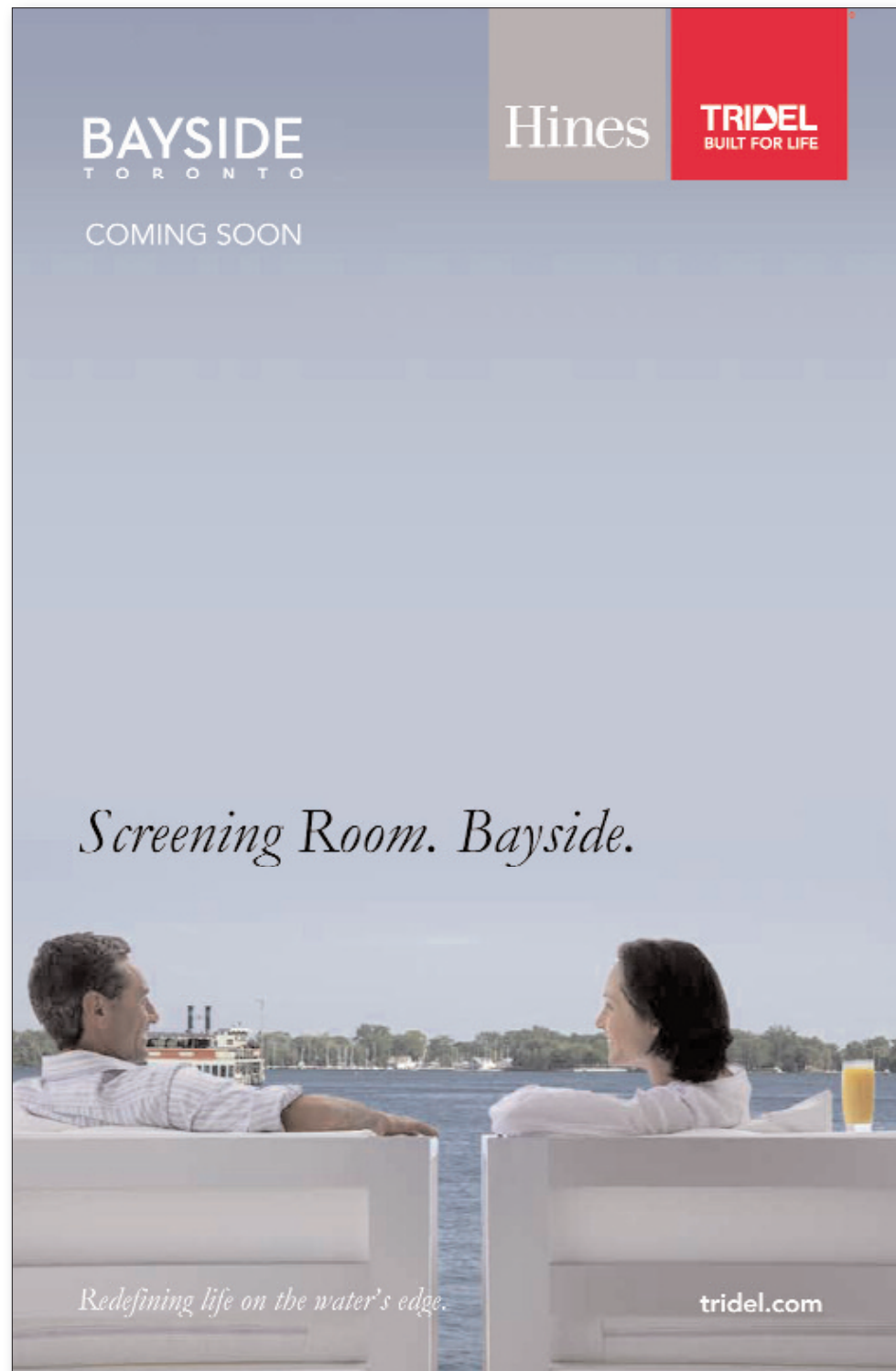
Bayside Community Print Advertising Campaign



Bayside Community Print Advertising Campaign



Bayside Community Print Advertising Campaign



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BAYSIDE TORONTO MARKETING STRATEGY OVERVIEW | March 1st, 2013



Aqualina Preview Print Advertising Campaign

AQUALINA

BAYSIDE | TORONTO

COMING SOON

Hines

TRIDEL
BUILT FOR LIFE



Signature, sustainable and perfectly situated.

Aqualina at Bayside is Toronto's next great neighbourhood. From boardwalk bike rides to brunches at the city's best bistros, experience a lifestyle enriched with selection. Located directly on Lake Ontario, Aqualina will be surrounded by lush green space, landmark attractions, cultural hotspots, renowned restaurants and accessible transit. The Harbourfront is on the horizon.

LOCATION

QUEENS QUAY, EAST TO THE NORTH

(Parliament slip to the East)

CONTACT US

PHONE
416.000.0000

WEB
TRIDEL.COM

Redefining life on the water's edge.
Register today at tridel.com.

A Tridel Built Green. Built for Life.® community.

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 [Twitter.com/Tridel](https://twitter.com/Tridel)

tridel.com



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Aqualina Preview Print Advertising Campaign

AQUALINA

BAYSIDE | TORONTO

COMING SOON

Hines

TRIDEL
BUILT FOR LIFE



Redefining life on the water's edge.



Open concept living. Bayside.

Developed on Toronto's waterfront, and located adjacent to Lake Ontario, Aqualina at Bayside is set to become one of the world's most significant waterfront communities. Extending from Lower Jarvis Street to Parliament Street and from Lake Shore Boulevard to the water's edge, East Bayfront is a revitalization that will revolutionize the waterfront. Embraced by two signature parks, Sherbourne Common and Sugar Beach, a kilometre-long Water's Edge Promenade and Boardwalk, George Brown College and Gorus Quay, Aqualina at Bayside offers enriched lifestyle, lakeside.

Register today at tridel.com.

LOCATION

QUEENS QUAY, EAST TO THE NORTH

(Parliament slip to the East)

CONTACT US

PHONE 416.000.0000

WEB TRIDEL.COM

A Tridel Built Green. Built for Life.® community.

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 [Twitter.com/Tridel](https://twitter.com/Tridel)



AQUALINA

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COMING SOON

Hines

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BUILT FOR LIFE



Redefining life on the water's edge.

Inspired by its unique location, Aqualina at Bayside is a community defined by the parks and public spaces that surround. Signature. Sustainable. Aqualina at Bayside offers complete access to Sherbourne Common, a stunning waterfront park featuring open greenspace, skating rink, splash pad and stunning art sculptures. Relax at Sugar Beach, a 2-acre, urban beach located at the water's edge. Or stroll along the Water's Edge promenade and boardwalk, naturally connecting Bayfront's main cultural attractions.

LOCATION

QUEENS QUAY, EAST TO THE NORTH

(Parliament slip to the East)

CONTACT US

PHONE 416.000.0000

WEB TRIDEL.COM

A Tridel Built Green. Built for Life.® community.

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Register today at tridel.com.



Aqualina Preview Print & Online Advertising Campaign

AQUALINA
BAYSIDE | TORONTO

COMING SOON

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Hines

TRIDEL
BUILT FOR LIFE

LOCATION
QUEENS QUAY, EAST TO THE NORTH
(Parkland adjacent to the East)

CONTACT
US
PHONE
416.000.0000
WEB
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Signature, sustainable and perfectly situated.

A stone's throw from Lake Ontario and a stroll from Canada's largest financial and urban core, Aqualina at Bayside isn't simply a community but also a culture. With Toronto's waterfront as a backdrop, experience a lifestyle of variety from your doorstep. Inspired by its surroundings, Aqualina at Bayside neighbours Toronto's Distillery District, St. Lawrence Market, Sugar and Cherry Beach, Queens Quay, Union Station and the Harbourfront. Break bread at the city's signature restaurants and bistros and dress the part by shopping on Queen St. West and the Eaton Centre. Dive in at Aqualina at Bayside.

Register today at tridel.com.

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\$500,000*

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Aqualina Google ads

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BAYSIDE TORONTO MARKETING STRATEGY OVERVIEW | March 1st, 2013

26.

Aqualina Brochure and Preview Direct Mail



Aqualina Brochure



Aqualina Direct Mail



WATERFRONTToronto

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» TORONTO STAR «

THE GLOBE AND MAIL
CANADA'S NATIONAL NEWSPAPER • FOUNDED 1844

NATIONAL POST

NEW CONDO GUIDE



condo life
GREATER TORONTO'S COMPLETE CONDO GUIDE

talkcondo

Public Relations Strategy

Hines and Tridel will work closely with Brandon Communications and Dyversity Communications to develop engaging messages surrounding the revitalization of the Bayside Toronto community, the visionary partnership of Hines and Tridel, and ultimately the launch of the first phase of residential condos.

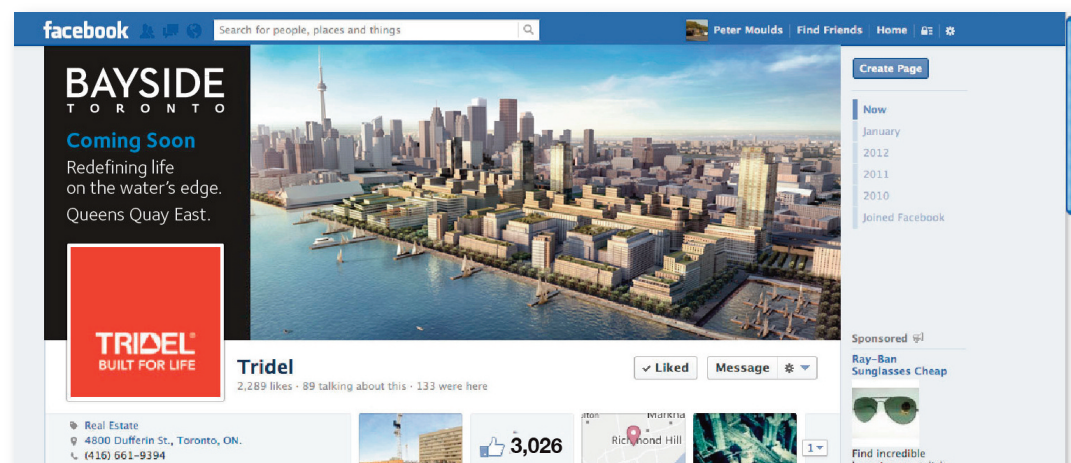
Possible angles:

- First residential community announced in Bayside Toronto community
- American firm invests in Canadian market
- Confidence in Canadian real estate
- Residential, office, and retail (Live, Work, Play)
- Green Media – LEED® Gold neighbourhood and LEED® Platinum condo including the NetZED suite

Maximum exposure in both mainstream media as well as targeted ethnic media outlets will be driven through print and online.

Social Media Strategy

Tridel's Twitter account (with over 3,650 followers) will be used to populate interesting and relevant updates and content. Tridel's Facebook page (2,591 likes) will act as an extension of Twitter, where additional information and visuals will be strategically shared. All of Tridel's social media updates are integrated into a live feed onto the tridel.com website homepage, on the 'Tridel Talks' blog. From the initial community launch and continuing through the condominium previewing stages, Tridel will be engaged in active community management, providing users with real-time updates about the community and condos.



COND O



TRIDEL TALKS



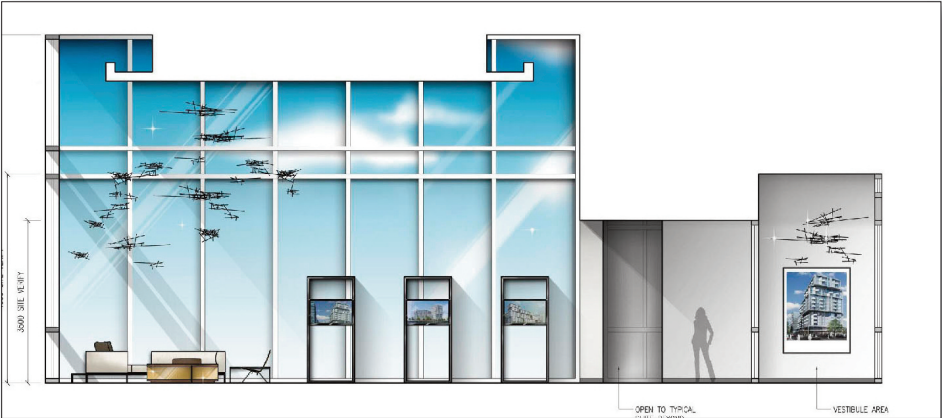
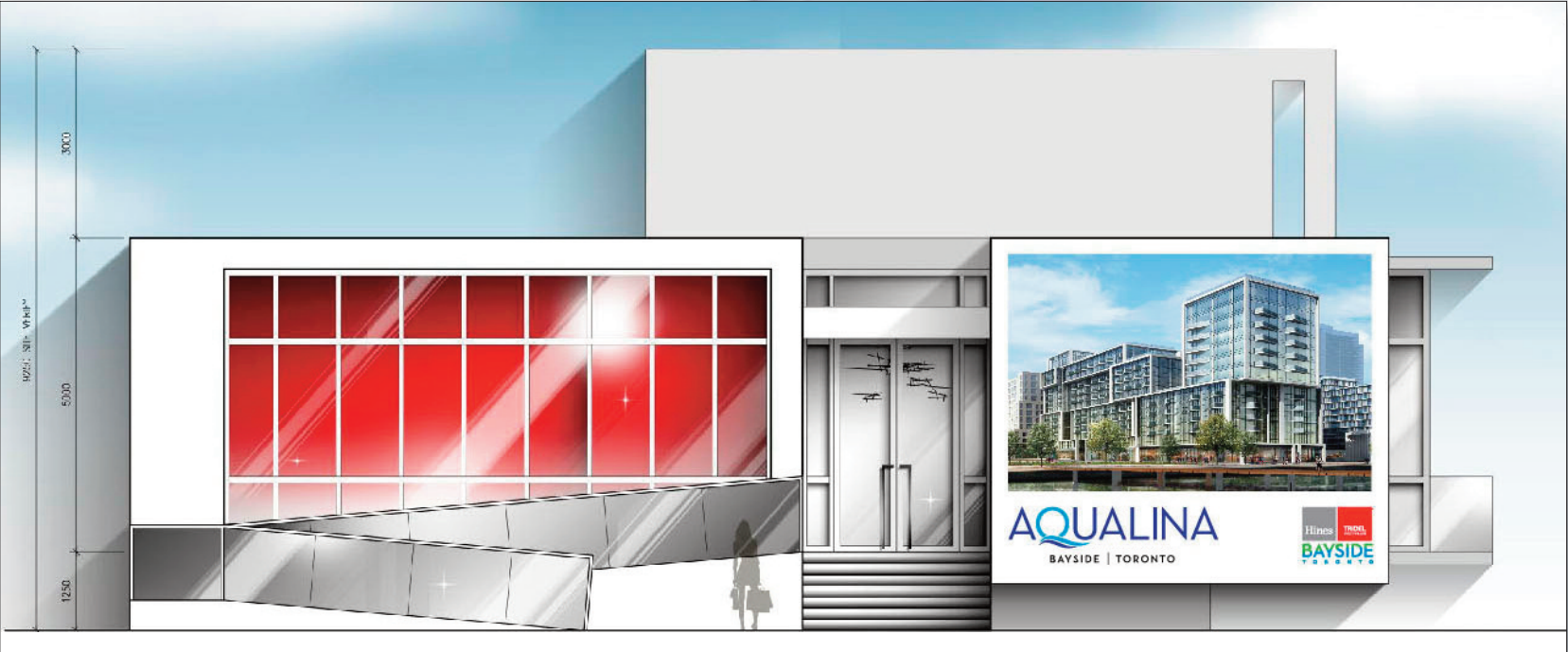
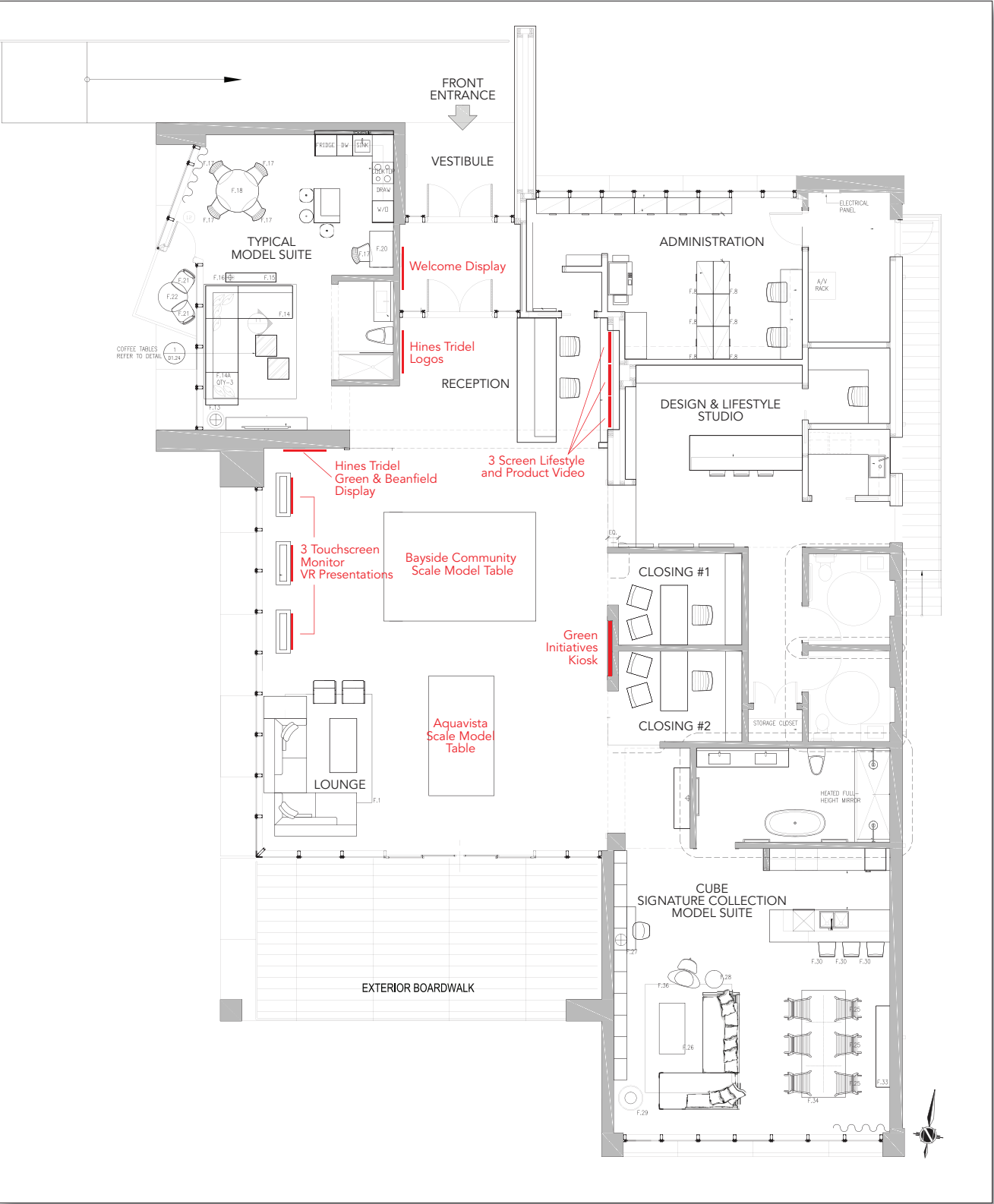
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Aqualina Presentation Centre





Previewing Aqualina at The Tridel Presentation Centre

Before the doors open to the general public, a "Preview Period" will be held. The purpose of this period is to build awareness, anticipation and to provide an exclusive advanced opportunity to view and purchase from the best suites, views and prices.

Several preview events will be held including:

- Training events
- Realtor events
- Prospect previews
- Preview purchasing opportunities

These preview events will be held at Tridel's expansive Head Office Condominium Presentation Centre.



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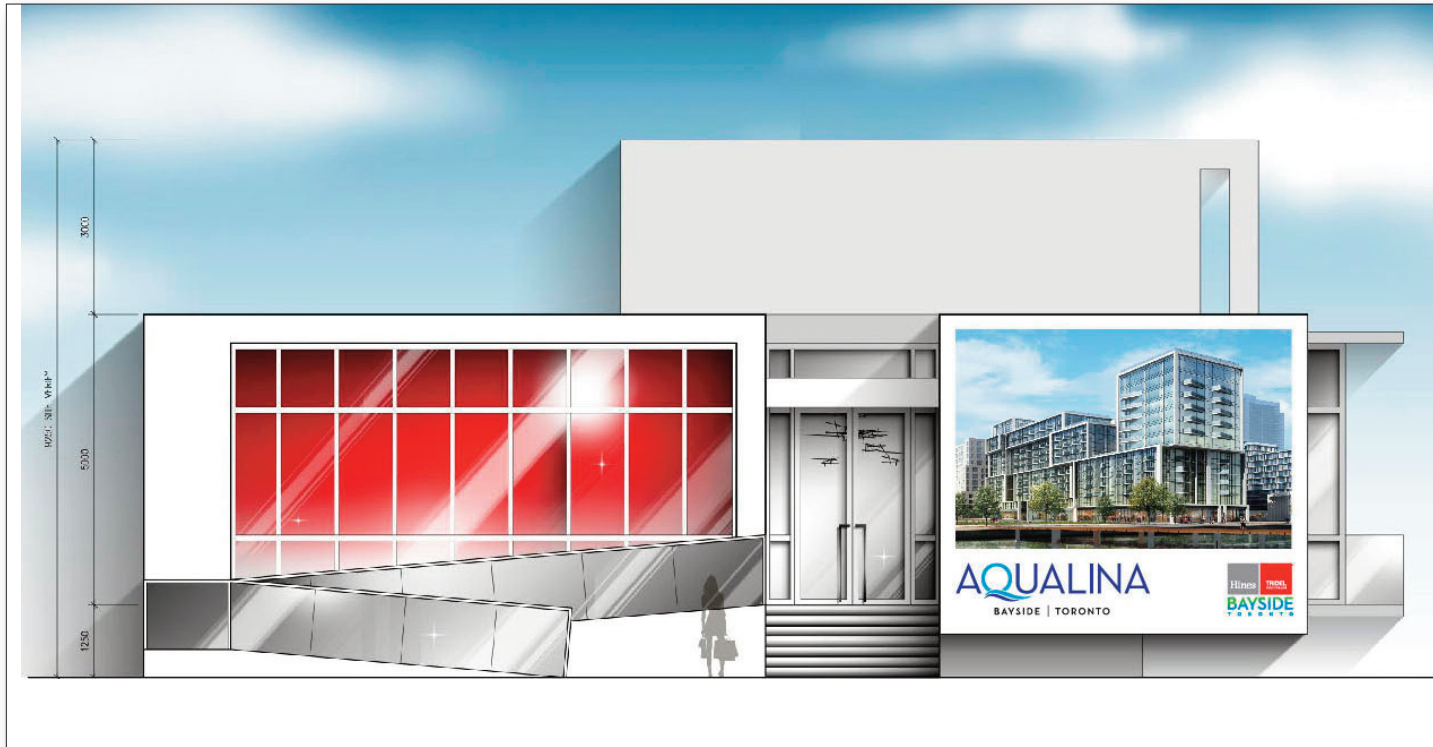
BAYSIDE TORONTO MARKETING STRATEGY OVERVIEW | March 1st, 2013



Aqualina Previews & Grand Opening Timing



Previews at Tridel's Head Office – June, 2013



Grand Opening on site – September, 2013

