



DATE: 7/8/2009

CLIENT: Armada Hoffler

SPOT TITLE: Westin Residences v8

LENGTH: :30

<u>VIDEO:</u>	<u>AUDIO:</u>
<p>Couple on balcony, A-H (IS THIS REFERENCING THE WESTIN BUILDING?) building behind, at sunset</p> <p>Reveal guitarists at TC Plaza Art show and exhibition// performer// couple in front of Performing Arts cntr.</p> <p>Quick exterior close ups: (choose the retailers which will resonate best w the demo)</p> <p>Hotel Bar--Close up wine glasses clinking Chef in kitchen flare-up Dolly right group of diners</p> <p>Spa-- woman relaxing, smiling in pleasure</p> <p>Customer walks away w bag at retailer Woman with bags at car</p> <p>Couple hands car keys to valet, enters WR Concierge waves to couple</p> <p>Enter apartments Living room Kitchen detail Him in WESTIN WORKOUT</p> <p>Her in pool</p> <p>Couple on balcony, A-H building behind, at sunset</p> <p>Couple on couch, toasting with wine (or owners' lounge)</p> <p>Reveal end gphx over helicopter shot showing the residences against the evening sky Text on screen: An Armada Hoffler project. (WESTIN VB RESIDENCES LOGO)</p>	<p>Elevate your view at Town Center.</p> <p>Recharge...</p> <p>Reward...</p> <p>Refresh...</p> <p>Relax.</p> <p>You've earned it. Now enjoy it.</p> <p>The Residences at The Westin Virginia Beach put you in the heart of Town Center...</p> <p>...offering four-star signature services, complete Westin hotel amenities, and spectacular views from Virginia's tallest building.</p> <p>Visit our sales models, take in the inspiring vistas. Live your best life at The Residences at The Westin Virginia Beach.</p> <p>This is how it should feel. (sm) 73</p>

NOTE: YOUR SIGNATURE ON THIS SCRIPT INDICATES APPROVAL OF THE INTENDED CONTENT OF THIS COMMERCIAL PRODUCTION & A COMMITMENT TO ITS COMPLETION AT THE STATED PRODUCTION RATE **AND** OF YOUR UNDERSTANDING THAT ANY CONTENT CHANGES MADE **AFTER** EDITING HAS BEEN COMPLETED MAY RESULT IN ADDITIONAL PRODUCTION FEES.
AGREED PRODUCTION RATE FOR THIS PROJECT: