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***HOME* MAGAZINE, *FLORIDA INSIDEOUT* MAGAZINE AND NFL ALUMNI  
PARTNER TO PRESENT "HOME OF LEGENDS" DURING SUPERBOWL XLI  
AT THE FLAMINGO SOUTH BEACH**

**NEW YORK, January 23, 2007--** *Home* Magazine, *Florida InsideOut* Magazine, and the NFL alumni will team up for the fourth annual HOME of Legends during Super Bowl XLI weekend, February 1-5, at the Flamingo South Beach condominium community.

The HOME of Legends, presented by MCZ/Centrum, developers of the Flamingo South Beach, will be a featured attraction in the redesigned Flamingo South Beach condominium, an icon of the South Beach skyline. The new Flamingo will usher in an era of urban luxury, modern convenience and tropical elegance by catering to the new Miami trend -- modern, resort-style living. The Flamingo offers the possibility of an upscale and resort-inspired lifestyle – one that offers on-site amenities like a gourmet market, dry cleaner, newsstand, spa services and pet boutique, as well as spectacular water views and a short walk to vibrant South Beach neighborhoods.

The 2007 HOME of Legends, designed by Ferrari Interiors, Inc., is a study in contemporary living and designed with a mix of sleek cabinetry and countertops, stylish kitchen and bath fixtures, exotic wood floors and natural stone surfaces. The modern furniture from the world's top designers and Miami's hottest showrooms bring the space to life and set the home apart from anything seen on the market today.

"We look forward to inviting our guests and the Miami community to experience the most progressive products that bring style, beauty and ease to our everyday lives," said Jack Grant, VP/Publisher, *Home* Magazine.

"Participating in an event of this caliber is a wonderful opportunity for *Florida InsideOut* magazine," said Jamie Kushnick, Associate Publisher, *Florida InsideOut* Magazine. "Not only are we welcoming the most highly televised and anticipated event in sports entertainment to South Florida, but the HOME of Legends has given our top home and design clients valuable exposure through this unique experience."

"Fans and media from all over the world are in the Magic City for Super Bowl weekend, and the Flamingo is delighted to be a part of it," said Flamingo's developer Michael Lerner of MCZ/Centrum. "We are proud to join forces with the HOME of Legends and look forward to another wonderful weekend when the attention of the country turns to South Florida proving, once again, that this is a great place to live and play."

"Home of Legends" sponsors will be involved in a variety of exclusive events attended by former and current NFL players. Premiere sponsors are: American Standard, CaesarStone and KraftMaid and participating sponsors include: Mirage Flooring, Soli tile and home furnishings and accessories by Anima Domus, Design Depot, Idea, Ogetti, Poltrana Frau and Roche Bobois.

A portion of each premiere sponsorship package will be donated to the NFL Alumni's "Caring For Kids" program. For more than 20 years, the NFL Alumni and its 32 chapters across the country have worked to advance its mission of "Caring For Kids" by engaging in hands-on community service and raising funds for youth-oriented charitable causes.

The "Home of Legends" will be featured in the June 2007 issue of *Home Magazine* (on newsstands May 22) and the May/June issue of *Florida InsideOut Magazine* (on newsstands May 22).

### **About Home Magazine**

The established authority for renovation and decorating enthusiasts, *Home Magazine* provides nearly four million readers with a solid foundation of knowledge about products and price points that empowers them to make informed purchasing decisions. Published ten times a year with a rate base of 1,000,000, *Home* has a total audience of 3.7 million (according to Fall 2006 MRI). *Home* is published by Hachette Filipacchi Media U.S.

### **About Florida InsideOut Magazine**

With editorial content that is always ahead of the curve, *Florida InsideOut Magazine* offers exciting new ideas for decorating and entertaining, as well as practical roundups of the best beds, appliances, kitchen cabinets and paints. The magazine contains concepts to transform your home ranging from luxurious to do-it-yourself. More than a magazine, *Florida InsideOut* is a must read for both the trade and the consumer.

### **About NFL Alumni**

The NFL Alumni Inc. is a 501 (c) (3) charity composed of former NFL players and associate members who work voluntarily to raise funds for youth-oriented causes. The NFL Alumni advances its motto of Caring for Kids from its national headquarters in Fort Lauderdale and an additional 30 chapters across the country.

**MCZ/Centrum:** Chicago-based MCZ/Centrum is the renowned developer behind Flamingo South Beach, Serenata, Sian Beach Club, Cite, The Tides, The Wave, Parc Central and Regent Park – some of Florida's fastest-selling properties. For more than 30 years, MCZ/Centrum has been committed to providing superb urban development and superior service in Chicago, Kansas City, Washington D.C., St. Louis, New Jersey and South Florida. Within each market,

MCZ/Centrum is committed to offering exciting new communities that complement the urban landscape.

**Fortune International:**

Fortune International serves as the exclusive sales agent for the Flamingo South Beach. Since 1983, Fortune International has raised the bar in high-end real estate throughout South Florida. The vision of founder Edgardo Defortuna has set industry standards by continually forging into new, competitive areas of real estate development while remaining a leader in sales and marketing. In its brokerage division, Fortune boasts more than 850 realtors and 17 offices from Key Biscayne to Weston, and numerous international affiliates.

For information on condominium sales at Flamingo South Beach, visit the sales center at 1500 Bay Road, call (866) 441-7465, or click [www.flamingomiami.com](http://www.flamingomiami.com). Prices range from the \$300s to the \$650s.

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