

GRAND BOULEVARD

— Sandestin® —
TOWN CENTER

LE GRAND CIRQUE

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***Le Grand Cirque* is coming to Grand Boulevard, summer 2010**

One of the most successful family shows of all time adds to destination allure!

Miramar Beach, Fla., (March 29, 2010) - Visitors and residents of Northwest Florida will now be able to enjoy an international entertainment attraction unlike any other offered in the region. The positive economic news for the area continues to grow with the news that “Le Grand Cirque,” a highly popular live entertainment attraction, is premiering in Grand Boulevard and will play throughout the summer and possibly beyond.

“The introduction of the world class production ‘Le Grand Cirque’ to our region will take our area to another level by providing a much needed quality entertainment attraction that will complement the most beautiful beaches in the world. It will provide another reason to visit, live, work and play in Walton County,” said John Heiser, executive vice president for Howard Group.

Miramar Beach-based Howard Group developed Grand Boulevard, the Town Center which includes two Marriott hotels and is located at the entrance to Sandestin® Golf and Beach Resort.

Seen by millions of people around the world, this Cirque extravaganza has broken box office records all over the globe, including becoming the biggest ever selling show in the history of the Sydney Opera House, attended by 50,000 people in two and a half weeks.

This multi-million dollar production is two years in the making, including acts from around the world and the debut of new acts specifically tailored for this market. Howard Group and Grand Boulevard teams worked for months behind the scenes to secure this high-profile addition to the Sandestin area and worked closely with major area business sectors to secure the project for this market. The production is expected to employ at least 30 local staff in positions such as marketing communications, ushers and ticketing personnel.

“We chose Grand Boulevard as our new home because it is perfectly centered in between the markets that we want to attract customers from along the Emerald Coast.

Additionally, it is a beautiful upscale site that fits the look and feel of the show beautifully. Patrons will be able to eat, drink and relax before and after the show in the Town Center,” said Simon Painter, producer of Le Grand Cirque.

“Le Grand Cirque” is a visual feast of breathtaking group acrobatics and white-knuckle stunts and has been described as “The next generation of Cirque Du Soleil.”

Featuring more than 40 champion acrobats and performers from Brazil, Canada, Russia, Mongolia, Europe and China, the performers have been hand-picked from around the world for their amazing abilities and precision skill. The result is a fast-paced, heart-pounding spectacle that will astound and keep the audience at the edge of their seats.

This spectacular production features contortionists, tumblers and incredible aerial acts as well as the breathtaking Wheel of Death – one of the most dangerous acts ever attempted in a live show.

The show is a two-hour extravaganza for the entire family and is ideal for all generations. The show is very family friendly and is designed to entertain families with children and also adults who enjoy sophisticated entertainment.

Starting in late May, “Le Grand Cirque” will perform in Grand Boulevard for the entire summer in the Grand Arena, one of three, cream-colored Italian-style, air-conditioned fabric structures which comprise the venue. The Grand Arena, located adjacent to Grand Park in Grand Boulevard’s Town Center, will hold just under 1,100 people and is within short walking distance to seven signature restaurants and casual eateries.

There are evening and matinee shows throughout the week. Evening shows are at 8 p.m. Tuesday – Saturday. Matinees are slated for 2 p.m. Visit the Web site or call the box office for matinee days, times and ticket prices. Best seats do sell out fast so be sure to book your tickets now at www.cirquedestin.com or by calling the box office at (866) 973-9610. For best savings, book online.

“Le Grand Cirque” provides a spectacular experience to enhance the perfect vacation and is the new must-see attraction for visitors and locals alike in this region.

About Grand Boulevard

Grand Boulevard is the shop, dine, play and stay Town Center located on Northwest Florida’s Beaches, named one of the top 12 international destinations to visit for 2010 by *Frommer’s*. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. For more information, please call (850) 654-5929 or visit www.grandboulevard.com.

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Photo caption: International sensation Le Grand Cirque performs their amazing and visually stunning live shows weekly in Grand Boulevard throughout the summer.