

For Immediate Release
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Contact: David Johnston
MCM
(845) 352-3650

GDC'S 'HAVERSTRAW MONEY' PROGRAM
HELPS INTRODUCE NEW RESIDENTS
AT HARBORS TO VILLAGE'S DOWNTOWN

'Welcome Wagon' with a new spin comes to Harbors at Haverstraw

VALHALLA, N.Y. (May 9) – Ginsburg Development Companies (GDC) has given the old “Welcome Wagon” tradition a new spin at The Harbors at Haverstraw, a luxury community under construction on the Hudson River waterfront in Haverstraw, N.Y.,

Every buyer at GDC's Harbors is given \$100 in “Haverstraw Money” that can be redeemed at 16 restaurants and shops in downtown Haverstraw. Now that Haverstraw has a growing cluster of antiques and home-related merchants, GDC is preparing to distribute another \$50 worth of gift certificates to each household at The Harbors for purchases at some of those merchants. Popular restaurants like Civile's, Gallito's and the Soup Stone Café and stores such as the Haverstraw Bike Shop, Iron Horse Antiques & Restorations and vendors at the Riverstone Antique Center also are participating in the program.

The Harbors, a master-planned riverfront redevelopment, will have 850 townhouses and flats served by two clubhouse complexes when it is completed. Currently, the clubhouse building is completed and occupied and the pools will be open for this summer. The clubhouse, with its Friday night movies and gym, is fast becoming the heart of the neighborhood and a center for community events. A general store and sandwich shop will open in the clubhouse this summer, helping make The Harbors a vibrant community with a full range of amenities for the hundreds of people already living there.

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Prices on the beautiful homes range from the low \$200,000s to more than \$1 million. Limited-time preconstruction sales recently started on The Harbors' Bayside, which has prices starting in the low \$200,000s.

“The gift certificates are part of an ongoing effort to help introduce The Harbors' residents to their new hometown,” said Martin Ginsburg, principal of GDC, one of the Northeast's leading builders of luxury housing. “Haverstraw is experiencing a renaissance and Haverstraw Money encourages The Harbors' residents to explore the village and discover the great restaurants and shops that are just minutes away from their new homes.”

Madeline Zivian, who moved to The Harbors in December, said she likely would not have explored downtown Haverstraw and discovered shops and restaurants she has come to enjoy without her Haverstraw Money.

“It gave me an opportunity to really see the town,” said Zivian, who did some of her holiday shopping in Haverstraw and has become a big fan of Lucas Candy on Main Street because of Haverstraw Money. “I would not have chosen to go in and look for gifts without it.”

Haverstraw Money has also provided an opportunity for Harbors residents to get to know their neighbors, Zivian said, noting people have occasionally organized meals out together. “It did give me an opportunity for meeting people, which is nice,” she said.

Hamish McIntosh, owner of Iron Horse Antiques & Restorations on Main Street, has had a number of Harbors residents spend Haverstraw Money at his store. “I think it's great,” said McIntosh. “It's definitely bringing people into the village.”

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McIntosh said he has received \$360 in Haverstraw Money (the vouchers come in \$10 increments) directly from Harbors residents and, in an unexpected twist, another \$250 from other merchants who reused them at his antiques store instead of redeeming them directly with GDC. Haverstraw Money, McIntosh explained, has almost become a form of currency in the village, with merchants using the certificates to reward employees or give themselves indulgences. “We’ve used the ones we’ve received for dinners out,” said McIntosh, who runs the Iron Horse along with his wife, Jeanne. “We’ll go next door to the bar for dinner, or maybe to the Mexican restaurant.”

McIntosh also said he believes the Haverstraw Money program proves that Ginsburg Development is trying to carry through on promises to integrate The Harbors into the fabric of Haverstraw and have it benefit the entire community. “I think it’s a great program, and to me it’s kind of proof that the developer is doing what he promised to do,” McIntosh said. “Martin Ginsburg is working hard to improve the whole community.”

Haverstraw Money is just one part of GDC’s effort to introduce The Harbors’ residents to what Haverstraw has to offer. The Harbors has a spectacular lifestyle clubhouse that is the hub of social fabric, and social directors have arranged with local restaurateurs to give cooking demonstrations and cater meals. “We think it’s important to integrate new developments into the communities they are a part of,” said Ginsburg.

GDC has also sponsored the Hudson Ferry-Go-Round, a public event which has seen thousands of people ride ferries linking Haverstraw with waterfront towns on the Westchester County side of the river. In its third year, the Ferry-Go-Round is scheduled for June 10, Aug. 5 and Sept. 17. “People are rediscovering the beauty and magic of the waterfront and we want to help the reconnect with the lovely old towns along the river,” said Ginsburg.

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For more information on Harbors at Haverstraw, contact the sales office at (845) 786-5600 or visit www.gdc-homes.com. The sales center is open seven days a week from 10 a.m. to 5 p.m.

For more information about Haverstraw's merchants and other businesses visit the Greater Haverstraw Chamber of Commerce's Web site:

<http://www.haverstrawchamber.org/index.asp>.

Current GDC communities include Riverbend in Peekskill, N.Y., The Fairways at Wallkill (N.Y.), Harbors at Haverstraw (N.Y.), Hudson Pointe in Poughkeepsie, N.Y., Ichabod's Landing in Sleepy Hollow, N.Y., Marbury Corners in Pelham, N.Y., Liberty at Newtown (Conn.) and The Greens at Gillette Ridge in Bloomfield, Conn. To place your name on GDC's priority list for future communities, log on to www.gdc-homes.com, click on to "future communities" and then "name of development" or call 1-866-GDC-4-HOMES.

Ginsburg Development Companies (GDC), established in 1964 and based in Valhalla, N.Y., is one of the nation's premier full-service real estate design, development and management companies. Martin Ginsburg is the president and chief executive officer. GDC has owned, managed and converted more than 10,000 residential units during its 40-year corporate history. GDC's residential sales Web site is www.gdc-homes.com. Information about GDC's commercial ventures, corporate activities and charitable foundation is available at www.gdccllc.com.