

850 LAKE SHORE DRIVE

850 Lake Shore Drive names Ullo vice president of sales

Luxury residences for active urban seniors to be ready in 2012



Kathleen Ullo, 54, has been appointed vice president of sales for Integrated Development Group, LLC, which has two projects under development: 850 Lake Shore Drive (www.850LSD.com), a luxury community for affluent, urban seniors slated to open in 2012 in Chicago's Streeterville area and The Club at Briarcliff Manor (www.TheClubBCM.com), a \$350 million luxury senior housing community planned for 2013 occupancy in Westchester County, just outside New York City.

"Kathleen has a stellar experience in sales and will be instrumental in conveying the unique qualities of 850 Lake Shore Drive to our future residents who are very discerning," says Matt Phillips, president and CEO of Integrated Development Group LLC (IDG), the developer of the \$150 million community.

Before joining the IDG team, Ms. Ullo served as vice president of sales for Equity Marketing Services Inc., a nationwide real estate marketing company, where she supervised a variety of new condominium/townhome and single-family projects in various locations throughout the country.

Ms. Ullo began her career in nursing, making the transition to the retirement niche in real estate sales while working for Life Care Services Inc., where she oversaw sales and marketing for a retirement community in suburban Chicago for six years. In 1990, she joined The Charles H. Shaw Company in Chicago as vice president of sales and marketing/managing broker.

Over the next 15 years she managed sales, marketing, advertising and brokerage for a variety of retirement/real estate developments, ranging from senior cooperative housing to mixed use developments.

Ullo lives with her husband Tom, a restaurant designer, in Chicago's Old Town neighborhood. They have two grown daughters, Kelly and Sunnie.

About 850 Lake Shore Drive

When completed in 2012, 850 Lake Shore Drive will have 128 one- and two- bedroom independent living residences, ranging in size from 1,123 to 3,820 square feet, and 11 apartments on a floor designed and licensed for assisted living. Independent living entrance fees, expected to start in the \$600,000s, are 90 percent refundable when a resident leaves the community. The monthly service fee will cover utilities and real estate taxes, as well as a variety of services, amenities, activities and meals offered at the community.

For more information about 850 Lake Shore Drive, call the sales center at 312-915-0850 or visit www.850LSD.com. For information about The Club at Briarcliff Manor, call the sales center at 914-923-4050 or visit www.TheClubBCM.com.