

THE MORGAN GROUP'S PEARL GREENWAY GRAND OPENING LAUNCHES NEW LUXURY APARTMENT COMMUNITY BRAND

Houston, TX, June 17, 2013 – The Morgan Group, a leader in upscale multifamily development, construction and property management, has launched its luxury Pearl apartment community brand with the grand opening of Pearl Greenway in Houston. Located in the heart of Greenway Plaza at 3788 Richmond Avenue, the four- and five-story, 341-unit Class A+ property is within walking distance of office buildings, boutiques, bars, restaurants, Costco and the Edwards Greenway Theater. Morgan developed the project on a 4.5-acre site it acquired in 2011 and will manage the property.

In addition to being NAHB "Green" Building Certified and boasting electric car charging stations and door-to-door recycling pickup, Pearl Greenway features premium amenities, including a cyber café, business center, custom lounge, and state-of-the-art platinum athletic club. Outside, residents can enjoy the Vegas-style swimming pool with private cabanas and TVs, Zen lap pool, covered bar area with BBQ grills, and custom dog park complete with a fountain, play obstacles and dog wash.

The unique studio, one- and two-bedroom units have open floor plans, iPod docking stations, USB outlets, high-end wood floors, and a choice of Modern, Modern Ranch or Metropolitan custom finishes among other upscale amenities.

"Pearl Greenway is completely different from what's out in the Houston marketplace today," said CEO Mike Morgan. "We did a lot of research to develop a product that would separate it from the competition. The interior finishes are not like any others we've seen in Houston. We took a risk with a more contemporary 'up' interior design that feels smart and sophisticated. Our hope is the customer will distinguish Pearl Greenway from the other great choices they have. On top of it all, the Morgan team enjoyed thinking outside the box and creating something different. I'm really proud of them for that!"

About The Morgan Group, Inc.

The Morgan Group, Inc. is a privately held national developer and manager of Class A multifamily properties with headquarters in Houston, Texas. Founded in 1959, Morgan also specializes in upscale urban construction and third-party property management across the United States. Since 1988, The Morgan Group has developed more than 15,000 units at a cost of more than \$1.7 billion. More than 2,000 units are in the planning or construction stages in Texas and Florida. For more information, visit www.morgangroup.com.

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