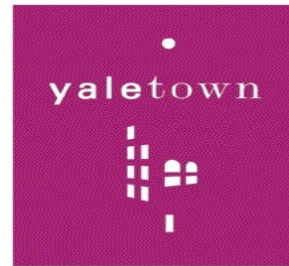


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Vancouver's Hippest Neighbourhood the Perfect Place for Warm Weather People Watching

Vancouver, British Columbia, March 18, 2006 – With the official arrival of spring and warmer weather just around the corner it's the time when Vancouver residents and visitors start populating the sidewalk cafes and strolling the boulevards. "Yaletown is such an enticing part of the city because it mirrors true café-society hipness with its plethora of fashionable boutiques and avant-garde restaurants" said Gary Foreman, Project Manager of the area's Business Improvement Association (BIA), speaking to a group of travel writers visiting the area. Yaletown has already been acknowledged as one of Vancouver's most desirable neighbourhoods in which to live, work and play, and it continues to draw accolades from such noteworthy media as Good Morning America, Conde Naste Traveller and the Los Angeles Times.

Yaletown started as an industrial haven with Canadian Pacific Railway laying tracks and constructing massive warehouses in 1886 and the wide elevated, brick-paved loading docks are now crowded with sidewalk patios that front some of Vancouver's trendiest restaurants and cafes and act as a Mecca for those seeking a people watching perch while sipping a beverage or dining *al fresco*.

"There's no place like it in the city," said Neil Wyles, President of the Yaletown BIA, and owner of the popular Hamilton Street Grill. "With its historic district designation preserving its most noteworthy architectural features, and the growth of its ultra-cool, urban chic businesses and residences it's like a small town and all within walking or roller-blading distance of downtown, the sea wall and Stanley Park," he said.

The area's transformation into a trendy urban community began in the 1980s and now comprises a dense mixture of condominium and loft residences, offices, restaurants, boutiques, cafes and services. All of this is anchored by the stylish and contemporary Opus boutique hotel which has been rated as one of the top 100 hotels in the world in a recent Conde Nast Traveller's reader's poll.