

# Sam Cherry

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Chief Executive Officer

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Cherry Development

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Sam Cherry serves as chief executive officer of Cherry Development, a development company focusing on residential and commercial mixed-use real estate projects. He coordinates all technical facets of the development process, from land use and architecture to engineering construction and interior and exterior design. Cherry has nearly \$500 million of projects under way in the Las Vegas Valley, with three projects strategically located in the downtown corridor. SoHo Lofts, slated for completion in June 2006, is poised to become known as a premier residential landmark in downtown Las Vegas and offers an unparalleled choice for homebuyers seeking an exciting and accessible lifestyle. Construction is well under way on Newport Lofts, slated for completion in mid-2007, and Stanhi will soon be released for purchase. Devoted to revitalizing and redeveloping downtown Las Vegas into an urban village environment, Cherry's mixed-use projects are expected to transform the Hoover Street corridor into a place where people can live, work and play. While downtown Las Vegas is his passion, he has also set his sights on downtown Henderson and the city's redevelopment of Water Street. Cherry Development recently won a bid from the city to redevelop a 4- to 5-acre piece of land at Water Street and Victory Road into a mixed-use neighborhood with high-rise and mid-rise residential buildings and retail.