



Twenty Minute Lifestyle to save 250 million liters of oil

Denver, September 07, 2007:

Redhawk today released a whitepaper regarding the Twenty Minute Lifestyle and how that translates to a more “green” environment. Global warming and climate change are issues that face the globe and its caretakers. Many factors contribute to the current state of the environment, some of which are debated and others unknown. But there is no denying that use of oil (gas) by automobiles is one of the prominent detrimental catalysts. Several alternatives have been considered: wind energy, solar, hydrogen, ethanol, nuclear and natural gas. Over time, some of these will prove beneficial to a more sustainable lifestyle and some will not; positive results will come with continued research and development. Redhawk Investments Group’s ‘Twenty-Minute Lifestyle’ is leading the way by fundamentally changing the way people live their lives by creating communities that do not depend on motor vehicles that use oil (gas). Redhawk gives people the opportunity to walk or ride bicycles to work, shopping areas, schools, and to other amenities. The Twenty-Minute Lifestyle approach will dramatically change the way in which new development affects the environment and humanity. A network of sustainable micro-cities will encourage social and environmental consciousness, and provide lifestyles that are conducive to business productivity and personal vitality.

Overview

India is one of the fastest-growing emerging markets in the world, growing at an average rate of over 8 to 10 percent each year. India’s position as an ideal locale for outsourcing and offshoring has elevated its position at the global scale. India, along with China and parts of Eastern Europe, will see this growth continue for years to come. Despite the positive effects of securing a pivotal position in the global market, this economic and intellectual growth comes at a price. Over the past few years, India has noticed a three-fold increase in pollution due to overpopulation, poor infrastructure, and limited government policy. As the situation of increased pollution heightens, a consistency in the pollution-control programs of the government and a more conscious effort on the part of the public is an immediate concern. Redhawk Investments intends to do its part in curbing the detriments of India’s fast-paced growth. Redhawk aims to lead the public and operating businesses in a partnership that will create an environmentally sound development, which will support conservation and other environmental initiatives in India and other developing countries.

Environmental Impact

Most of the people living in India’s cities commute to work either by two-wheelers or car. We make the following assumptions:

- About 75% of people travel by two-wheelers, and about 25% by car; we assume an average of two hours of driving in a day.
- Two-wheeler gas mileage of 40KM per liter and 10KM per liter for four-wheelers.
- Depending on the distances traveled, spending about one liter of gas by two-wheelers and four liters of gas by four-wheelers per day.

- Total gas burned by two-wheelers in a year by employees, $20000 \times .75 \times 1 \times 300$ days = 4, 500, 000 liters
- Total gas burned by four-wheelers in a year by employees, $20000 \times .25 \times 4 \times 300$ days = 6, 000, 000 liters
- Non-work related travel such as shopping, visits with friends, recreation, school, health care facilities, etc. will save additional 20% of the gas.

Redhawk intends to eliminate these travel excesses using multiple options including walking to work, using free or discounted bicycles, or taking a natural gas or electric powered bus ride. Total gas savings = $(1.2 \times 10, 500, 000) = 12,600,000$ liters, translating into 252, 000, 000 liters over 20 years.


Green Build

In the US and around the world, a new wave of environmentalism is changing the face of real estate development. In the US, new commercial buildings seek Leadership in Energy and Environmental Design (LEED) status by the US Green Building Council (USGBC). According to the USGBC, "LEED promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality." Developers work with architects and consultants to develop a strategy to create environmentally friendly and sustainable products. In the US, LEED status can be achieved in all types of product including office buildings, residences/homes, schools, and other types of buildings. There are vast opportunities to create viable products that coexist and compliment present environments.

Redhawk has the opportunity to build 30 million square feet of environmentally conscious and sustainable real estate product in each micro city. The components of a Green building in the US can be adapted in India, especially in the Vishadh Park. This strategy can be applied to every development decision that Redhawk faces from deciding what material to use in construction to installing an energy efficient AC system in an office building. As Redhawk provides a lifestyle to 80,000 people, it is imperative that the development does not take a toll on the environment but rather minimizes its negative effects and improves overall livability. The land will provide resources for the development, its residents, and the companies; it is the responsibility of the entire community to maintain environmental balance and modesty. A new township will naturally elevate the area's pollution levels, but there will be tactics to minimize the effects such as providing workers the option to walk or ride a bicycle to work. A working partnership with the Clients, residents, local government, and Redhawk has the potential to positively affect human and environmental health.

Employee Lifestyle

Vishadh Park will provide a true community for its residents that will encourage positive lifestyles. The Twenty-Minute Lifestyle allows residents to access workplaces, shopping, healthcare, schools & training facilities, and recreation within a twenty-minute commute either by foot, bicycle, or bus. The community promotes a lifestyle in which more time is spent with family rather than commuting to work or other amenities. On average, Indians that live in cities spend a couple hours commuting to and from work. Because firms will have captive centers within Vishadh Park, several hours each day will be given back to 20,000 employees – time that is better spent enhancing familial relationships and communal bonds. This translates into at least 40,000 hours each day. For the businesses, quality of work and employee satisfaction will ultimately affect the bottom line because employees will have less fatigue, higher morale, more job engagement, and decreased stress. Employees will have the option to travel by foot, bicycle, or electric buses. Redhawk will promote the use of bicycles through bicycle lanes on roads, bicycle parking racks at all locations, and



discounted bikes for commuters. This will also positively help pollution control and curb natural resource dependence.

Vishadh Park will provide vast options for strengthening familial and communal bonds. In addition to restaurants and shopping, the community will have movie theaters showing foreign, American, and Bollywood films. There will be areas for communal gatherings such as parks, and musical and theatrical venues such as amphitheaters and indoor/outdoor stages. There will be venues that will promote gatherings among residential communities - apartment complexes and town homes. These will build friendships and support among residents, giving all people a sense of belonging and personal vivacity.

Open Space

Approximately 40 percent of Vishadh Park is dedicated to open space. This includes the development of a golf course, playgrounds and parks, and expansive landscapes. All residents are encouraged to use the space for exercise, community building, or simply relaxation. Plans include also jogging/bicycling paths, tennis courts, cricket fields, and other sports venues. The sports facilities promote the formation of sports leagues and opportunities for new recreational interests. Because of Redhawk's emphasis on lifestyle, open space is critical. The open space adds to the aesthetics of the community, but more so it is meant to promote active lifestyles for residents.

India is overpopulated, which causes pollution, crowded streets, stressful living. Redhawk realizes the opportunity to give India pockets of relief. With allotted green space, extra maintenance efforts, and exquisite landscaping, Indians can be part of a beautiful life-supporting experience.

Health Care Impact


A twenty minute lifestyle has significant health benefits for employees and their families. Better health because of the less pollution, less commuting stress on employees, more family time which means less stress on family, and world-class park, golf and other health improving facilities. Better lifestyles leads to better health. Redhawk is creating a twenty-minute lifestyle concept to significantly impact the environment and health care.

Affordability

As India continues to grow at a rapid pace both in terms of economy and population, it also faces the costly social effects. Poverty is a social stigma that has plagued the nation for many years. Although there is no solution, Redhawk does its part to provide better lives to a fraction of India's population. It is imperative that housing remain affordable for potential residents of Vishadh Park and other townships to come. The business plan sets sale prices for residences at lower than market price to ensure opportunity for employees, families, and the general population. In addition, the township has the capacity for 80,000 residents which includes employees and their families. Ample opportunities will exist for all people who desire to work, which is not limited to race, gender, age (within the limits of the law), or employment interest. The more exciting aspect is that the Redhawk development fosters opportunity for many interests, and it recognizes the need for skilled labor, trade jobs, artisan specialties, township support employment, and government officials.

True Community

Redhawk seeks to give Indians a true community at both the macro and micro levels. Businesses having captive centers, the local and national government, Redhawk, local businesses, and residents will partner together to tackle the challenges associated with a growing global market. Redhawk's township puts the businesses and their employees first, which as a result improves the bottom line but also improves the lives of each individual.



Redhawk determines to create a sustainable environment that will not only promote healthy lifestyles but also socially and environmentally conscious living. Redhawk realizes the impact of development on the environment, and they seek collaboration with all players to minimize the negative effects and maximize sustainability. On the micro scale, lives of local residents will vastly change as familial bonds will strengthen and the sense of community will thrive. More time will be spent on building relationships and community rather than time spent commuting for hours each day. Culture will thrive, education will enable, and quality of lives will satisfy in this truly life-giving community.

Redhawk Investments Group

Redhawk Investments Group, located in Denver, Colorado is in the business to assist in the development of real estate opportunities. Its purpose is to help develop real estate parks in India and other parts of the world. The group conjoins the tremendous opportunity in the Indian real estate market and the need for companies to develop a presence in India, in order to cater to local markets and develop the companies' global back offices. Redhawk Investments Group has developed a plan for building a community of captive centers for about twenty thousand employees along with residential, healthcare, retail and recreational facilities for the employees and their families all within a twenty-minute radius. This lifestyle will provide clients with additional 30% productivity improvement through lower commute time, lower turnover, higher employee engagement, and enhanced lifestyles.

Redhawk's first township – Vishadh Park – will be built in Hyderabad, India's 5th most populous city. The city is the largest contributor to the state's gross domestic product, state tax, and excise revenues. The workforce participation is about 29 percent. Hyderabad has witnessed remarkable growth in the real estate business, thanks to a predominantly information technology-driven boom in the 1990s and the retail industry growth over the last few years which have spurred significant commercial activity.

Redhawk plans to build a series of similar micro-cities over time, each will span 600 to 1000 acres of land, 1 to 1.5 square-mile areas. All townships will cater to the local markets and workforce, while drawing an array of business types and demographics.