

FOR IMMEDIATE RELEASE:

Contact: Jennifer Becker
BKR Media Consultants
(786) 528-3119
JBecker@bkr-media.com

FORT LAUDERDALE'S 110 TOWER LAUNCHES LIGHTING PARTNER PROGRAM FOR BUSINESSES AND ORGANIZATIONS THROUGHOUT BROWARD COUNTY

Tallest Commercial Building in Central Business District to Recognize Local Events and Notable Dates Through Symbolic Lighting Displays

FORT LAUDERDALE, Fla. (January 2, 2012)— Transwestern, the leasing and management team for 110 Tower in Downtown Fort Lauderdale, today announced the launch of the **110 Tower Lighting Partner Program** at the LEED Gold certified office building. The program will provide an opportunity for businesses and organizations throughout Broward County to promote their events and notable dates with special symbolic lightings at 110 Tower. As the tallest commercial building in the Central Business District, 110 Tower's new LED exterior lighting system can be seen throughout Fort Lauderdale including Ft. Lauderdale-Hollywood International Airport and I-95.

110 Tower's Lighting Partner Program will recognize key milestones, local events, charitable organizations and holidays, including but not limited to Christmas, Hanukkah, New Year's Eve, Fourth of July, Valentine's Day, St. Patrick's Day, Mother's Day and Father's Day. Starting today, interested participants can fill out applications, providing information on their event and color scheme of choice based on the options available. Selection as a 110 Tower Lighting Partner is at the sole discretion of 110 Tower's building management. To request a lighting partner application, please contact Lindsay Lowell at Lindsay.lowell@transwestern.net. To view the current 110 Tower lighting schedule and to see the available colors, please visit www.110tower.com.

110 Tower's LED exterior lighting system is part of the comprehensive \$15 million renovation program at 110 Tower, and presents many advantages over traditional light sources including lower energy consumption and operation cost, longer lifetime, improved robustness, smaller size and faster switching. The lighting system is made up of

(Continue)

Philips/Color Kinetics iColor Accent Powercore LED lights with 20,080 programmable sections that can act in unison, or be individually programmed in 13 million color combinations. Operating from dusk to dawn, the lights are controlled by an astronomical clock that utilizes the Latitude and Longitude of 110 Tower to precisely calculate sunset and sunrise.

“110 Tower is an iconic figure in Downtown Fort Lauderdale and we wanted to do something special for the City of Fort Lauderdale and our surrounding neighbors,” stated Laurel Oswald, senior vice president, Transwestern. “We are very excited to work with our community to pay tribute to the notable things they do throughout the year.”

110 Tower was the first LEED Gold certified multi-tenant high-rise opportunity for commercial tenants in Downtown Fort Lauderdale. The building’s Energy Star score placed it in the top 14% of similar buildings nationwide. 110 Tower’s comprehensive renovation program also includes upgrades to the ground floor lobby, new ground floor retail, upgraded upper-floor common areas and other interior spaces, replacement and improvement of all building primary mechanical systems, and a unique exterior lighting system. New and existing amenities include New York Bagel Café & Deli, 110 Fitness, a bank, and conference center.

110 Tower is located at 110 S.E. 6th Street in Downtown Fort Lauderdale directly across from the Broward County Courthouse. To learn more, please visit www.110Tower.com. For leasing information, contact Walter Robinson, Laurel Oswald or Jennifer Lee of Transwestern at (954) 607-1083.

About GenCap Partners

GenCap Partners, Inc. is a real estate investment, advisory firm based in Dallas, Texas. The firm provides specialized real estate advisory, asset management and development services to domestic and international institutions in core markets nationwide. GenCap focuses on creating value and superior returns for its clients through investments in office, multifamily and industrial products. The GenCap Group brings substantial experience in sourcing, underwriting, structuring and managing real estate investment and development transactions. GenCap’s strategic approach to real estate balances opportunistic, core and value added approaches to the market to meet the unique risk profiles of its diverse clientele. GenCap currently manages over \$400 million on behalf of its European private and institutional clientele.

(Continue)

About Transwestern

Transwestern is one of the largest privately-held commercial real estate firms in the United States. A diversified operating company, Transwestern is active in the real estate service, development and investment management businesses. Transwestern creates value for clients through innovation, penetrating market intelligence and legendary service delivered by teams of local market experts. The firm has product specialties including office, industrial, retail, multifamily and healthcare, as well as a wholly-owned research affiliate, Delta Associates. Transwestern leads the industry in sustainability and has received multiple ENERGY STAR® awards from the Environmental Protection Agency (EPA).

###