



LOWE ENTERPRISES CELEBRATES 45 YEARS WITH FRESH PERSPECTIVE AND IDENTITY

LOS ANGELES -- For 45 years Lowe Enterprises has been a well-regarded diversified, national real estate company that invests, manages and develops commercial, residential and hotel properties. As the firm charts the course for its future, it has taken a fresh look at its corporate identity and has consolidated its business units under the name **Lowe**. It continues to maintain two separate affiliates – Two Roads Hospitality and LEI (Lowe Enterprises Investors.)

Lowe's new identity and positioning is the result of a process -- reflecting on its past achievements, refocusing on the attributes that have contributed to its growth and reinforcing the strengths that set Lowe apart from traditional real estate companies.

Beyond Buildings – Lowe integrates people and place to create value in and beyond buildings for those we serve. Lowe has long been acknowledged for its focus on its people, corporate culture and tailored approach to each project which, combined with its broad-base of commercial real estate expertise, form the foundation of its longevity and success. As stated by Lowe co-CEOs Mike and Rob Lowe, "We call this 'beyond buildings' as we do much more than build structures. Our mission is to create innovative, lasting and meaningful environments that connect people and place."

Elaborating on their core belief that people are the most valuable asset in real estate, the two observed, "We will be measured by our success in real estate, but we want to be known for our character and our people."

Lowe strives to bridge meaningful and positive human experiences with financial performance. The firm tailors its approach to the needs of each asset and the goals of each partner, and finds opportunity in complex challenges.

Current projects showcase Lowe's creativity, innovation and customized approach to real estate. One example is Ivy Station, an approximately 500,000-square-foot mixed-use project adjacent to the Los Angeles Metro Expo light-rail line station in Culver City. Ivy Station's open design provides a seamless connection to the station while the project itself serves to bridge two previously disconnected areas of Culver City

– its historic Downtown and its Arts District. Set on a 5.2-acre urban infill site, Ivy Station includes apartments, a boutique hotel, an office building, retail and restaurant space and two acres of publicly accessible open space that will be a vibrant gathering space for residents, tenants, visitors and the local community.

Another current project that is nearing completion is IDEA1 in San Diego's East Village. IDEA1 has a mix of 300 apartments, 7,000 square feet of office, 6,000 square feet of retail and creative work spaces with a ground floor fitness center, top-floor clubhouse and a 13,000-square-foot open-air atrium, "The Hub." Open to the public, it's where residents and visitors can attend concerts, TED talks and movie screenings. IDEA1 is the first step in establishing the 93-acre I.D.E.A. (innovation+ design+ education+arts) District's vision of becoming San Diego's design and technology innovation hub.

These new projects are the next evolution for Lowe and build on its foundation of experienced and consummate real estate professionals. Among Lowe's signature achievements over the past 45 years are:

- Development and management of The Gant condominiums in Aspen, Colorado in 1973 which it still manages today.
- Acquisition and repositioning of the Washington Hilton Hotel in Washington D.C., that includes the development of The Hepburn which has established a new level of luxury apartment living.
- Creation of the Terranea Resort, an acclaimed coastal resort with 582 rooms, casitas and villas on the bluffs of the Palos Verdes Peninsula in California which Lowe shepherded through complex entitlements, developed and continues to own and manage.
- Development of the 1.3 million square foot mixed-use City Vista that spurred the transformation of the Mount Vernon Triangle area of Washington D.C.
- Development of 1.4 million square feet of office space with 20 acres of landscaped walkways, patios and plazas, at Howard Hughes Center in West Los Angeles.
- Long-standing relationships with its partners and investors, including one client that has been with Lowe for 27 years.

About Lowe

Los Angeles-based Lowe is a leading national real estate investment, development and management firm. Over the past 45 years, it has developed, acquired or managed more than \$28 billion of real estate assets nationwide as it pursued its mission to build value in real estate by creating innovative, lasting environments and meaningful experiences that connect people and place. Lowe is currently responsible for more than \$8.5 billion of commercial, hospitality and residential assets and has more than \$2 billion in commercial real estate projects in the pipeline or under development. It has more than 17,000 employees at Lowe and its affiliates, and manages approximately 17,500 hotel rooms worldwide. In addition to its Los Angeles headquarters, Lowe maintains regional offices in Southern California, Northern California, Denver, Philadelphia, Seattle and Washington, DC. For more information visit www.Lowe-RE.com

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