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Construction Begins on 4th SkySong Office Building

Arizona State University and Booker Will Be First Occupants

SCOTTSDALE, Arizona (September 21, 2015) — A new building is set to rise at SkySong, The ASU Scottsdale Innovation Center. It's a necessity to keep up with market demand— the other three office buildings are now almost full with some of the Valley's most exciting businesses.

Construction on SkySong 4 began last week and is expected to be completed in about a year. Like SkySong 3, which opened in January, SkySong 4 will be a 145,000-square-foot structure. SkySong is located on the southeast corner of Scottsdale Road & McDowell Road in Scottsdale.

Construction is beginning as SkySong 1, 2 and 3 are all approaching full occupancy, and with leasing interest remaining brisk, the project team is confident SkySong 4 will be close to capacity as well by the time its doors open.

SkySong 4 will front along Scottsdale Road just south of SkySong Boulevard, just west of the project's iconic shade structure. Arizona State University will lease space of the four-story building, and the software company Booker will be taking office space in the building as well. Craig Coppola and Andrew Cheney of Lee and Associates, SkySong's commercial real estate broker, are working with additional prospective companies and tenants.

Booker, which is headquartered in New York City and does business in over 70 countries around the world, was named one of the "Hottest New York Companies" in 2014 by Lead411. Booker is occupying temporary space in SkySong 1 until their space is built.

"With the commencement of this building's construction, SkySong continues to build on its vibrancy and momentum," said Sharon Harper, President & CEO of Plaza Companies, the master developer of the project. "In 2005, the agreement was reached to develop the site. In 2008, SkySong 1 and 2 were completed and earlier this year SkySong 3 opened. The progress has been amazing to watch and the future of this once-abandoned corner of Scottsdale couldn't be brighter, as it continues to be a magnet for economic development in Arizona."

"SkySong demonstrates the Valley's commitment to building a technology and innovation economy," said Don Couvillion, vice president of real estate at ASU Foundation. "The

SkySong campus is the result of an exciting collaborations and synergy in Arizona, which, on the SkySong campus produces even more collaborations and synergy every day for innovative companies on the floors of SkySong 1,2 and 3. SkySong 4, when completed and occupied, will only add to that great energy emanating from this campus.”

“Scottsdale is a valley leader in attracting and developing talented professionals dedicated to innovation,” said Scottsdale Mayor W.J. “Jim” Lane. “The Scottsdale ASU Innovation Center, in collaboration with Plaza Companies, has been a consistent partner in our efforts to grow the Valley’s tech economy and I look forward to touring the new SkySong 4 facilities once completed.”

For more information on the groundbreaking or on SkySong, The ASU Scottsdale Innovation in general, contact Tom Evans at 602.448.5483 or tom@evanscommunications.com.

SkySong, the ASU Scottsdale Innovation Center is home to a global business community that links technology, entrepreneurship, innovation, and education to position ASU and Greater Phoenix as global leaders of the knowledge economy.

SkySong is a 42-acre mixed use development designed to:

- Create an ecology of collaboration and innovation among high-profile technology enterprises and related researchers;
- Advance global business objectives of on-site enterprises;
- Raise Arizona’s profile as a global center of innovation through co-location of ASU’s strategic global partners; and
- Create a unique regional economic and social asset.

Companies located at SkySong enjoy a special relationship with Arizona State University, which has more than 90,000 students studying across four metropolitan Phoenix campuses, in Lake Havasu and online. ASU is one of the largest public universities in the nation, with the majority of its students attending its campus in Tempe, Arizona, less than three miles from SkySong.

In addition to locating its own innovative research units at the center, ASU provides tenants with direct access to relevant research, educational opportunities and cultural events on its campuses. Through ASU’s on-site operations, tenant companies have a single point of contact for introductions to researchers, faculty and programs to address their specific needs.

For more information on SkySong, visit www.skysongcenter.com or www.facebook.com/skysongcenter.

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About SkySong

Plaza Companies is the developer of the project in partnership with Arizona State University Foundation, the City of Scottsdale and Holualoa Companies. Lee and Associates provides the brokerage services and Plaza del Rio Management Corporation provides the property

management and construction services. Architects at SkySong include Pei Cobb Freed and Partners, Butler Design Group and Kendle Design Collaborative.

About Plaza Companies

With offices in Peoria, Scottsdale and Tucson, Plaza Companies is a full-service real estate firm specializing in the management, leasing and development of medical office and commercial office properties, technology and bioscience facilities, mixed-use properties and senior housing communities. Since 1982, Plaza Companies has established a proud track record as a competitive, connected and conscientious real estate firm with partnerships throughout the industries it serves. For more information, visit www.theplazaco.com.

About The ASU Foundation

ASU Foundation is an independent non-profit organization that acts as the principal agent through which gifts are made to benefit the Arizona State University. The mission of the ASU Foundation is to solicit, manage and disburse the proceeds of gifts made to ASU.

www.asufoundation.org.

About Holualoa Companies

Holualoa Companies is a real estate investment firm focused on the successful acquisition, repositioning, redevelopment and disposition of real estate assets. Headquartered in Tucson, Arizona, with offices in Phoenix, Santa Monica, Hawaii and Paris, its investments span the United States and Europe and include office, retail, industrial, multi-family, hotel and mixed-use investment properties. Holualoa is an experienced investor for its own account and on behalf of a select group of private investors.

About the City of Scottsdale

Scottsdale, one of Arizona's 10 largest cities is a premier visitor location as well as a tremendous place to live and do business. It is home to 125 golf courses, 220 tennis courts, dozens of parks and hundreds of miles of bike paths and hiking trails, and a Downtown with more than 20 hotels, 90 restaurants, 320 retail shops and 80 art galleries. Scottsdale Airport and its surrounding Commerce Airpark area is headquarters to nearly 2,500 businesses with more than 48,000 jobs. The high-tech innovation center SkySong, located just a few miles from Downtown, is designed to help companies grow through a unique partnership with Arizona State University. Scottsdale was recently named one of the Top 100 Best Places to Live in the United States, and was honored as Arizona's 2013 "eCity" by Google. For more information, visit

ChooseScottsdale.com.