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## **SkySong Welcomes Significant New Tenant**

*Channel Intelligence Joins SkySong Family; Will Occupy 10K Square Feet*

SCOTTSDALE, Arizona (January 22, 2010) — SkySong, The ASU Scottsdale Innovation Center has reached a lease agreement with a significant new tenant that will occupy one of the largest spaces currently leased in the project.

Channel Intelligence, which helps retailers, manufacturers and other advertisers make their products and services easier for consumers to find and buy online and in local retail stores, will be leasing more than 10,000 square feet in SkySong II.

The new lease comes at a time when the commercial real estate market is still struggling from the effects of the economic downturn — but SkySong continues to bring in new companies despite the economic conditions.

Channel Intelligence plans on initially having about 25 employees at SkySong, with that number doubling over the next couple of years.

“Channel Intelligence operates at the crossroads of technology and commerce, so we were immediately drawn to the innovative environment of the SkySong business community,” said CEO Rob Wight. “We’re excited about leveraging the resources of Arizona State University, and connecting with other technology companies setting up shop at SkySong.

“I am committed to hiring software developers, account managers and sales executives in the Phoenix area, and SkySong’s central location is a key factor in our recruiting efforts,” Wight said. “Proximity to Phoenix Sky Harbor International Airport also influenced our decision, because many of the Channel Intelligence employee-owners are frequent travelers.”

Sharon Harper, President & CEO of the Plaza Companies, one of the co-developers of the project, welcomed Channel Intelligence to the project.

“Channel Intelligence is just the kind of innovative, forward-thinking company that we want to bring to SkySong so that they can really utilize the synergies the project creates,” she said. “We’re pleased to be able to continue our leasing momentum, and very happy to welcome this terrific company to the SkySong family.”

Higgins Development Partners and Plaza Companies are co-developers of the project in partnership with the Arizona State University Foundation and USAA Real Estate Company.

SkySong is a mixed-use development consisting of 1.2 million square feet of office and retail space at full build out in addition to residential units. Organized around a central

plaza with the project's signature, iconic shade structure and a grand boulevard lined at ground floor with retail, SkySong is designed for innovative companies whose global business success is enhanced by a facilitated collaboration with ASU's human and technological assets.

The completed project will be a vigorous, 21st century center for innovation, commercialization, entrepreneurship and business development. Strategically located between downtown Scottsdale and the ASU main campus in Tempe, SkySong is a catalyst for the revitalization and redevelopment of the area. Since SkySong was announced in 2005, private investments in new businesses and residential developments have sprung up around it. For more information, visit [www.skysongcenter.com](http://www.skysongcenter.com) or [www.facebook.com/skysongcenter](http://www.facebook.com/skysongcenter).

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#### ABOUT CHANNEL INTELLIGENCE

CI helps retailers, manufacturers and other advertisers make their products and services easier for consumers to find and buy online and in local retail stores. Integrating its powerful product database with online marketing services such as display advertising, manufacturer based where-to-buy, paid search, shopping engines, social networking, storefront, order management and robust performance analytics, CI offers the most complete set of performance-based commerce services in the industry. The company, through its proprietary Ad Network, also drives \$2B annually in referred sales from leading manufacturers to retailers in Computing, Home Improvement, Appliances, Consumer Electronics, Toys and a variety of other consumer packed goods. Clients include Best Buy, HP Home and Home Office, Kimberly-Clark, Neiman Marcus, Philips, Target, Garmin, OfficeMax, Samsung, Charming Shoppes, Black & Decker and hundreds more. CI is a partner company of Internet Capital Group (Nasdaq: ICGE) and Aweida Capital Management. Learn more at [www.channelintelligence.com](http://www.channelintelligence.com).

#### ABOUT THE DEVELOPERS

Higgins Development Partners and Plaza Companies are co-developers of the project in partnership with Arizona State University Foundation and USAA Real Estate Company. Lee & Associates has been retained to bring major corporate tenants that are compatible with the office/research character of the center. Pei Cobb Freed & Partners are the design architects for the project, and DMJM Design is the local architectural firm. Sundt Construction is the general contractor.

**Higgins Development Partners** is a national real estate and development company headquartered in Chicago with offices throughout the US and in Toronto. The company has created more than \$5 billion in development value since 1980. It has extensive phased campus development experience. [www.higginsdevelopment.com](http://www.higginsdevelopment.com)

**Plaza Companies**, based in Peoria, Arizona, is an award-winning leader in the development and management of medical office properties, technology and bioscience facilities, and senior housing communities. Founded in 1982, Plaza Companies is a full-service firm with a portfolio of approximately 5 million square feet valued at more than \$1 billion.

**USAA Real Estate Company**, with over \$5 billion of assets, provides co-investment, acquisition, build-to-suit and development services for corporate and institutional investors. In addition the company provides investment vehicles for domestic and foreign investors. The USAA portfolio consists of office, industrial, retail and hotel properties with annual volume transactions exceeding \$3 billion. USAA Real Estate Company is a subsidiary of USAA, which has served military families since 1922 and has become one of America's leading financial

services companies. For more information about USAA Real Estate Company, visit [www.usrealco.com](http://www.usrealco.com).

ABOUT THE ASU FOUNDATION

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