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SkySong Keeps Momentum Going With New Leases

Nuon Doubles Space in Project; 120 Plus Club Joins SkySong Roster

SCOTTSDALE, Arizona (October 27, 2009) — SkySong, The ASU Scottsdale Innovation Center is keeping its leasing momentum going despite the economic downturn, signing two new deals in the past few weeks.

Current SkySong tenant Nuon, a network computing innovation company, has expanded from 2,100 square feet at SkySong to more than 5,300 square feet in the past few weeks.

And SkySong is welcoming The 120 Plus Club, a bio-technology company that helps people identify life changes and activities they need to do in order to prolong their lifespan. The company will be leasing more than 4,000 square feet at SkySong, and will employ about 20 people.

Sharon Harper, President & CEO of the Plaza Companies, one of the co-developers of the SkySong project, said that the new leases show SkySong's continued ability to draw new companies into the region despite the current economic climate.

"We're very happy for Nuon that they are able to expand and grow within SkySong and we are very excited to welcome The 120 Plus Club," she said. "These are the kinds of companies attracted to SkySong due to its unique relationship to ASU and all of the resources the University has to offer SkySong tenants."

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

"It is exciting to see Nuon, another SkySong company, grow and expand within Scottsdale and The 120 Plus Club is a wonderful addition to the specialized healthcare network already operating in our community," said Scottsdale Mayor W.J. "Jim" Lane. "Their presence at SkySong further positions the development as a hub for innovation in all arenas and reinforces Scottsdale's position as a solid business location for technology based industries."

The Greater Phoenix Economic Council (GPEC) worked with the SkySong team to bring The 120 Plus Club to Arizona.

"That these companies are able to grow their businesses in a very tough economy shows the value of SkySong to new and emerging technology," said Barry Broome, president and CEO of the Greater Phoenix Economic Council. "It's exciting to see the kind of innovation

that's taking place there.”

Dr. Donald J. Steele, Jr., Founder and CEO of The 120 Plus Club, said that the company was drawn both by the facilities at SkySong and the presence of ASU SkySong.

“We went to California, Florida, Texas and a number of other places that are good places to live,” he said. “When I saw SkySong, its affiliation with biodesign, medical and technology was very exciting. There are good resources here, and in talking with ASU we see they are willing to facilitate cooperation between the communities we need.

“We also liked the design of the facility — it’s a unique, entrepreneurial and global place, and those are the sort of traits we want to showcase as well.”

For more information on SkySong, visit www.skysongcenter.com, or visit the SkySong Facebook page by searching “SkySong” when on the Facebook site. For more information on ASU SkySong, follow them on Twitter at www.twitter.com/ASUSkySong.

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.

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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

Plaza Companies is an Arizona-based full service real estate company started in 1977. The portfolio of projects and communities developed and managed by the company is valued at more than \$1 Billion. www.theplazaco.com

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.

ABOUT THE ASU FOUNDATION

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