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SkySong Expands Communications Efforts to Web 2.0

*Unveils New Web Site and Branches Out Into Social Networking
To Reach Community Members, SkySong Employees, Prospective Tenants*

SCOTTSDALE, Arizona (October 13, 2009) — SkySong, The ASU Scottsdale Innovation Center has unveiled a new communications program that takes advantage of Internet and social networking to reach key audiences.

SkySong this week launched a revamped version of its web site (www.skysongcenter.com) designed to make it easier for interested parties to find key information about the project. The web site includes a blog (www.skysongcenter.com/blog.html) that provides regular updates on news and events at SkySong, as well as updates from SkySong's more than 50 tenants.

SkySong has also launched a new Facebook page that is open to any Facebook user (www.facebook.com; search "SkySong"), which will also provide an ongoing feed of news and events at the project. And, SkySong is publishing a new quarterly newsletter that will be distributed within the project and at nearby community businesses (as well as posted online).

The goal of the expanded communications effort is to reach out to key audiences such as members of the Scottsdale community, employees working at SkySong and even prospective SkySong tenants and businesses.

"We want to communicate to the world that there's a lot going on each day at SkySong, and also help build a sense of community within the project and the surrounding area," said Sharon Harper, President & CEO of the Plaza Companies, one of the co-developers of the project. "We want people in the nearby community to know what's happening at SkySong, and we want to make sure both current and future tenants know about some of the great accomplishments that are being achieved within the project.

"This approach also allows us to communicate with local, regional, national and even international audiences in real-time, which we believe will help us educate more and more people to the great work being done at SkySong," Harper said.

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.

ASU SkySong has also launched a Twitter feed (www.twitter.com/ASUSkySong) to communicate some of the news and events surrounding its efforts.

“Our whole team recognizes that the way the world communicates with each other is changing,” said Don Couvillion, Vice President of Real Estate for the ASU Foundation and a member of the project team. “We have the opportunity to do what so many other progressive companies and entities are doing and communicate with people through social networking and online outlets, and we believe it’s a great way to keep people informed about the exciting things that are happening at SkySong.”

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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