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CONTACT:

Tom Evans, SkySong Media Relations  
602-448-5483 | tom@evanspubrelations.com  
www.skysongcenter.com

## SkySong Keeps Momentum Going, Inks Four New Leases

*Project Continues To Attract New Tenants Despite Economic Downturn*

SCOTTSDALE, Arizona (August 10, 2009) — SkySong, The ASU Scottsdale Innovation Center continues to buck the economic trends, reaching agreement in recent weeks with three new prospective tenants and an expansion for a current tenant.

The new tenants represent leases with a value of about \$1.7 million, and join such companies as Ticketmaster, Qwest, Canon and many others who have flocked to SkySong because of the vision of collaboration and innovation created at the project.

The new tenants include:

- Global Alerts/ Earth911.com, which provides information on reusing household items and recycling trash. Their recycling database can help locate over 100,000 recycling locations across the country. Global Alerts is the parent company of Earth911.
- VERGO Marketing, a digital marketing and communications agency assisting colleges and universities with their student enrollment efforts.
- American Solar Electric, a current tenant that is doubling their space at SkySong, is an Arizona-based design-build firm specializing in Photovoltaic (Solar-Electric) Power Systems for commercial, industrial and residential applications.
- Mountain Vista Chiropractic, which provides chiropractic and physiotherapy rehabilitation for sports injuries and personal injuries, as well as general family health care.

“We’re extremely pleased that we have been able to attract such tremendous new tenants despite the difficult economic climate,” said Sharon Harper, President and CEO of Plaza Companies, one of the co-developers of SkySong. “We’re fortunate to have such a strong vision for what SkySong can be for our community, and to have so many great companies want to be part of that vision.”

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.

Craig Coppola, Principal with Lee & Associates, the commercial brokers representing the project, said the new tenants will fit perfectly into the mix of technologically progressive, innovative companies at SkySong.

“SkySong is the perfect location for companies such as these that want to make the most of their technological abilities to succeed in business,” Coppola said. “We’re excited to be able to provide a home

to these great companies and are confident they will be an extremely successful part of the SkySong family.”

The new tenants cited SkySong’s many amenities and collaborations as key reasons why they decided to locate there.

“We are very excited to be moving into Skysong,” said Debbie Usery, President of VERGO Marketing. “As a digital marketing agency assisting colleges and universities with their student enrollment efforts, we are especially excited to be working so closely with ASU. We chose to relocate our business to SkySong as it offered us the whole package – a brand new state of the art facility with amenities that will enhance our day to day operations, a centralized location, plus networking opportunities between the tenants onsite.”

“Expanding our presence at SkySong was an easy decision,” said Sean Seitz, President of American Solar Electric. “The facility is exceptional and ASU has offered us many opportunities to engage with their internal resources as well as our peers in the solar industry that are either working directly with ASU or have an interest in Arizona’s market for solar and are engaging ASU because of its leadership in this area. SkySong property management worked with us in a very efficient and cooperative manner to address our needs for additional space, which left us more time to focus on our business. We look forward to growing with ASU and SkySong for many years to come.”

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](http://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](http://www.theplazaco.com)*

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