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For Immediate Release

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Green Exchange Tenants to Enjoy Lower Occupancy Costs

Building Receives Local, National Historic Landmark Status

CHICAGO (Sept. 10, 2008) – Green Exchange tenants will benefit from lower occupancy costs as a result of Class L assessment legislation. Green Exchange, 2545 W. Diversey Ave., is the country’s largest green business community, committed to sustainability, profit and positive social impact.

Once home to the Vassar Swiss Underwear Company and the Frederick Cooper Lamp Company, the building now has local and national recognition from the Commission on Chicago Landmarks and the National Park Service, respectively. The National Park Service will list the structure on its National Register of Historic Places.

Local landmark status entitles the building’s owners, Baum Development, LLC, to pursue the exceptional benefit of a Class L property tax incentive. Baum estimates this will result in a 58 percent savings in real estate property taxes, substantially lowering tenants’ occupancy costs. In order to achieve this unique benefit, Baum Development, LLC worked closely with the landmarking agencies to develop a design and construction plan that met all National Park Service guidelines for historic rehabilitation, in addition to investing more than 50 percent of the building’s market value in construction costs.

Green Exchange effectively bridges the architectural heritage of the past to the sustainable technologies of the future. The four-story, 272,000-square-foot concrete loft

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Green Exchange//Add One

is being renovated according to a LEED (Leadership in Energy and Environmental Design) Platinum standard. When it opens in 2009, Green Exchange will house a complementary tenant mix that provides innovative, sustainable products and services, and will become the natural destination for environmentally-responsible consumers.

Tenants will benefit from lower utility costs due to highly insulated walls and roofs combined with 600 high-performance windows. Green features include a sophisticated HVAC system allowing for individualized control of tenant spaces and increased comfort, a 41,000 gallon cistern irrigating more than 15,000 square feet of vegetated roof and a “smart” escalator using 30 percent less energy. Additional tenant amenities include an 8,000-square-foot sky garden, bike rooms and showers, environmentally-friendly meeting and event space, priority low-emitting vehicle parking and more.

To date, 13 applications for Class L status have been approved by the Cook County Assessor’s office, out of 33 applications received since the program started in 1997. Green Exchange’s Class L legislation has been passed by City Council and the application will receive final approval when all construction is complete.

“Preserving historic buildings, when appropriately done, is a worthy accomplishment and an important policy goal,” said Eric Herman, a spokesman for Cook County Assessor Jim Houlihan.

“We estimate a savings of approximately \$2.9 million resulting from the Class L status,” said Joan Dahlquist, Green Exchange project manager. “The entirety of this savings will be passed on to our tenants, establishing lower occupancy costs that will fall directly to their bottom line.”

For more information about Green Exchange, including video interviews with community professionals, visit www.greenexchange.com.

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Green Exchange is the first green business community of its kind committed exclusively to environmental sustainability, profit and positive social impact. The 272,000 square foot building is aspiring to LEED Core and Shell Platinum Certification and will offer a convenient one-stop shopping option to the public, where they can engage directly with the country’s leading green businesses, eco-speakers, events and ideas. Green Exchange is committed to shifting the green marketplace from niche to mainstream, making green living easy and accessible while giving green businesses and innovators what they need to flourish. Visit Green Exchange online at www.greenexchange.com.