



DANIEL

PwC Signs Long-Term Lease for Five Floors at 12th & Midtown

Big Four Firm Moving 1,100 People to Midtown Atlanta's Premier Mixed-Use Development

ATLANTA (February 2, 2011) — PwC US, the Big Four assurance, tax and advisory firm, has recommitted to its future in midtown Atlanta by signing a 16-year lease with Daniel Corporation for 140,000 square feet of space at the 1075 Peachtree office building, part of 12th & Midtown, a mixed-use development that serves as the cornerstone of Atlanta's Midtown Mile.

Approximately 1,100 PwC partners and professionals will move into five floors of the 725,000 square foot state-of-the-art facility in mid-2012.

Beyond signaling its plans for continued growth and its confidence in the Atlanta market, PwC determined that a move to 1075 Peachtree would offer a number of advantages for the firm's clients and people, including an on-site Loews hotel and conference center that will facilitate on-site events and support training needs. The building is also Silver LEED certified by the US Green Building Council.

"Our business and culture are based on building relationships, delivering value and winning in the global marketplace. 1075 Peachtree supports those elements locally for both our clients and our people," said PwC Market Managing Partner Gary Price. "The new building's impressive amenities and features, stunning architecture and prime Midtown location were too compelling to pass up," Price added.

PwC will be represented with marquis signage at the top of the 1075 building, which anchors the second phase of 12th & Midtown's development. The firm joins The Boston Consulting Group Inc. and Seyfarth Shaw LLP as the seventh tenant in the building.

Spanning an impressive four city blocks in the heart of Midtown Atlanta since its 2010 debut, 12th & Midtown integrates living, business, retail, fashion and dining into a premier three million square-foot development.

"PwC embodies the international leader we envisioned occupying the space in 1075 Peachtree," said Doug Guedry, vice president of office leasing for Daniel Corp. "The firm's reputation for outstanding performance and exceptional innovation is in line with our mission to bring value to Midtown, and we look forward to collaborating with PwC as they build out a world-class office environment."

Prior to selecting 1075 Peachtree, PwC considered other locations in the Downtown and Buckhead areas, studying everything from traffic and commuting options to where the firm's people live and client locations. The firm also polled its staff regarding preferred areas to work and Midtown was the clear choice.

The transaction was brokered by Timothy Dempsey and John Shlesinger of CB Richard Ellis, a commercial real estate firm offering a full range of services for property owners, occupiers and investors.

“We saw a natural fit between these two businesses as well as a potential to advance the Midtown district,” said Shlesinger, Vice Chairman for CB Richard Ellis. “We are pleased to assist PwC in the next phase of their Atlanta tenure as they collaborate with one of the most forward-thinking developers to create a top-tier location for their new offices.”

Led by a diverse real estate development team that includes Daniel Corp., MetLife, Selig Enterprises and Canyon-Johnson Urban Funds, 12th & Midtown characterizes the highest standards of both technology and elegance, offering businesses technologically advanced office space with breathtaking panoramic views of Piedmont Park and the Midtown and Downtown skylines as their backdrop.

12th & Midtown is centered at the intersection of Peachtree and 12th Streets and features more than 400 luxury hotel rooms at the Loews Atlanta Hotel, approximately 1,000 premium residences and more than 250,000 square feet of flagship retail space akin to the much heralded Magnificent Mile in Chicago.