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FOR IMMEDIATE RELEASE:

**Jay Paul Company Breaks Ground for 181 Fremont, a Skyline Defining
High Rise in San Francisco's New Transbay Neighborhood**

Luxury Residential & Office Tower to Open Next to Transbay Transit Center in 2016

SAN FRANCISCO (November 12, 2013) – Jay Paul Company, the award-winning, San Francisco-based real estate developer known for innovative projects throughout California, has announced that construction is underway at **181 Fremont**, a world-class residential and office tower heralding the next phase of growth in the city's South of Market (SOMA) district and

taking the lead in defining the new Transbay Transit Center complex neighborhood. 181 Fremont is a 54-story office and residential tower development that marks Jay Paul Company's first urban high rise project. The name *Park 181* will refer specifically to the ultra-luxury residences located on the uppermost levels of the new high rise. Mayor Ed Lee joined Jay Paul to mark the commencement of construction at 181 Fremont's official groundbreaking on Tuesday, November 12. The mixed-use tower is scheduled to open in early 2016.

"As an iconic residential and office high-rise set to define San Francisco's new downtown, 181 Fremont will be one of the most exclusive addresses in the nation," said Jay Paul, Principal of Jay Paul Company. "181 Fremont is located in the heart of the nation's strongest office and residential market and, in alignment with the company's philosophy of bringing best-in-class projects to fruition, will encourage a sustainable lifestyle for all who live and work there."

181 Fremont will ascend 802 feet and comprise 54 stories to become the tallest mixed-use office and residential tower in San Francisco and in the Western United States, affording homeowners commanding views of the waterfront, the Bay Bridge, San Francisco Bay, Treasure Island, and the city's new downtown. The distinctive, strikingly designed steel and glass structure will elegantly transform San Francisco's world-renowned skyline, effectively shifting the center of downtown to the area surrounding the new Transbay Transit Center.

181 Fremont epitomizes the astute and artful integration of a high-rise development with its existing and evolving surroundings. It is one of only two buildings that will be directly connected to the 5.4-acre rooftop park atop the adjacent Transbay Transit Center, and the \$500 million residential and office tower will provide convenient access to the new public transportation hub connecting MUNI, CalTrain, AC Transit, SamTrans, and several other Bay Area transit lines.

The dazzling new structure will offer 411,000 square feet of Class A+ office space on 33 floors, providing open floor plates with optimum workspace flexibility and impressive views.

Inhabitants of *Park 181*, the collection of high-end residences on floors 39 through 53, will enjoy exclusive amenities such as an Owners' Lounge, Fitness Center, wrap-around balcony, BBQ grill, fire pit, kitchen, and dining room on the 37th floor, which provides an interval between commercial and residential spaces. Sixty-eight two- and three-bedroom ultra-luxury residences ranging in size from 1,400 to 3,600 square feet will occupy the tower's upper levels. At its base, 181 Fremont's open lobby will create a pedestrian-friendly experience for office tenants, guests,

and passersby, and Park 181 residents will enjoy an exclusive, fully staffed residential lobby. All will benefit from local services available within the building's 2,600 square feet of retail space on the first and fifth floors.

Targeted to achieve a LEED Platinum certification, 181 Fremont will incorporate innovative design strategies for sustainability, water savings and energy efficiency while providing a safer and healthier living and working environment. 181 Fremont is also within walking distance of San Francisco's top employers, world-class restaurants, shopping areas, and the waterfront.

Designed by globally recognized architectural firm Heller Manus Architects, 181 Fremont will present a dramatic focal point for San Francisco, identifiable on the horizon by its unique exoskeleton design and magnificent spire that will ascend from the crown of the building. 181 Fremont's design is an expression of world-class modernism, sustainability, and neighborhood integration, and is intended to reflect the spirit of the city's transformation as the Transbay Transit Center emerges to define San Francisco's new hub.

Jay Paul has retained The Mark Company (www.themarkcompany.com) to handle sales and marketing for the *Park 181* luxury residences. Cornish & Carey Commercial Newmark Knight Frank (www.ccareynkf.com) is responsible for leasing 181 Fremont's commercial spaces.

About Jay Paul Company

Jay Paul Company is a privately held, opportunity-driven real estate firm based in San Francisco, CA. Founded in 1975, we concentrate on the acquisition, development, and management of prime commercial properties throughout California. By blending the skills and expertise of our talented management team, Jay Paul Company developments consistently generate attractive returns. With a specific focus on creating best-in-class projects for leading technology firms, Jay Paul Company has successfully developed over eight million square feet of institutional quality space with an additional six million square feet in our active development pipeline. www.JayPaul.com

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