



HOUSTON PAVILIONS

FOR IMMEDIATE RELEASE

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**HOUSTON PAVILIONS TO BE MODEL
OF LANDMARK URBAN DEVELOPMENT
Project Spanning Nearly 700,000 Square Feet to Open in Early 2008**

HOUSTON – Four city blocks are being transformed into downtown Houston's premiere entertainment, retail, residential and urban office hub. The multi-use project is expected to open in the first quarter of 2008.

Houston Pavilions, a \$160 million project encompassing almost 700,000 square feet, will be bounded by Dallas St. to the north, Polk St. to the south, Main St. to the west and Caroline St. to the east. Developed by Geoffrey Jones and William Denton, who separately have been responsible for numerous commercial and residential developments in Houston and beyond, Houston Pavilions will bring exciting new offerings such as the House of Blues® mix of great food and live music and Lucky Strike Lanes' chic bowling facilities.

"Houston Pavilions will bring new jobs to downtown, boosting our efforts to keep the area an exciting place to live, work and play," said Houston Mayor Bill White.

House of Blues Entertainment, Inc., a Los Angeles-based global entertainment company, represents the definitive brand in live music, operating clubs and concert venues in locations across the country including Atlantic City, Chicago, Las Vegas and the Sunset Strip. Visitors to Houston Pavilions will be

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able to enjoy House of Blues' unmatched combination of Southern-inspired signature cuisine and a diverse offering of live music. In its commitment to serving the local community, House of Blues also supports the International House of Blues Foundation, a non-profit charitable organization dedicated to bringing the arts to schools and communities through programs that promote cultural understanding and creative expression.

Lucky Strike Lanes, which initially opened in the heart of Hollywood in 2003, is the nation's first truly upscale bowling lounge. With locations across the country, Lucky Strike attracts celebrities and "regular Joes" alike with its combination of retro elements, modern décor and state-of-the-art technology. Customers bowl at lanes edged in mini-runway lights with artwork by up-and-coming artists projected on floor-to-ceiling video screens at the far end. In between rounds, guests can enjoy superior food selections such as skewered rock shrimp "porcupines," tomato-and-cheese s'mores and a chocolate insanity dessert in a hip restaurant and bar.

Geoffrey Jones, a Houston real estate developer and investor, has developed several shopping centers, office buildings, warehouses and residential projects in the greater Houston area. His projects include the Compass Bank Building and the Cedarstone Office Complex in The Woodlands, Northdale Plaza in Kingwood, April Pointe Plaza on Lake Conroe and Theiss Oaks Square in the FM 1960 area. Jones is also one of the original founders of the First National Bank of the Woodlands.

As vice president of regional mall development for Homart Development Co. in Chicago, William Denton was responsible for the development of Baybrook Mall, Deerbrook Mall and Willowbrook Mall in the Houston area. Today, Denton, as president and CEO of Entertainment Development Group, Inc., is responsible for the widely acclaimed Denver Pavilions, downtown Denver's premier entertainment and retail complex. With its exclusive group of dynamic tenants, Denver Pavilions changed downtown Denver overnight. Houston Pavilions, LP, in

which Jones and Denton are co-general partners, plans to bring about a similar transformation in downtown Houston with the Houston Pavilions project.

"Minute Maid Park, the Toyota Center, Reliant Stadium, and the MetroRail light rail system are powerful economic engines that helped trigger the rebirth of downtown Houston. The Houston Pavilions will be another building block in ensuring the economic vitality of downtown Houston," said Harris County Judge Robert Eckels. "Harris County will continue to be a partner in the economic growth and prosperity of our city and county."

Houston Pavilions will include 350,000 square feet of retail space that will occupy the first two levels of the development, with entertainment venues located on the third floor. A central courtyard and people-friendly streetscapes will allow for alfresco dining and window-shopping. The entire second floor of the development will be connected through walkways spanning Fannin St. and San Jacinto St.

"Houston Pavilions represents one more turning point for the evolution of downtown. As a major activity center, Houston Pavilions will create sustainability and synergy with downtown's other uses and adds another dimension to Main Street and to our quality of place," said Bob Eury, president of Central Houston, Inc. and executive director of the Houston Downtown Management District.

The Texas Minor Emergency Center and Wellness Clinic has signed an agreement for about 37,000 square feet of space on the third level of the project. TMEC has three other locations in the metro Houston and Montgomery County areas. The project will also incorporate about 200,000 square feet of loft-style office space. A 1,600-space garage across the street will provide ample parking.

Houston Pavilions was recently recognized by the *Houston Business Journal* with a 2006 Landmark Award for "Best Land Deal."

"We want to break the mold as far as urban mixed-use hubs are concerned," Jones said. "Houston is a major international city, and it needs to

have an urban core befitting its stature. Houston Pavilions will help keep the heart of the city active around the clock."

The BlackRock Realty Tower Fund is the principal financial partner of Houston Pavilions, LP and Houston Catalyst, LP is also an investment partner. Houston Pavilions, LP has lined up an \$8.8 million development grant from the City of Houston and \$5.5 million from Harris County as partial funding. The site of the development will be part of the Main Street/Market Square Tax Increment Reinvestment Zone.

"We will transform this prime downtown location into a destination for Houstonians looking to experience innovative dining, retail and office opportunities," Denton said. "Houston Pavilions will provide a shot in the arm to downtown convention booking, drawing groups from all over the world to downtown's top-notch meeting facilities."

Architects for the project include internationally recognized architecture and design firm Hellmuth, Obata + Kassabaum, Inc. (HOK) and Dallas-based retail design architecture group Laguarda.Low.

About Houston Pavilions

Houston Pavilions will be the premiere entertainment, retail and urban office hub in downtown Houston. Bounded by Dallas St. to the north, Polk St. to the south, Main St. to the west and Caroline St. to the east, Houston Pavilions will span three city blocks, offering nearly 700,000 square feet of retail, residential loft office space and much more to inhabitants and visitors. The development will open in the spring of 2008, adding a valuable component to downtown's convention corridor.

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