



Media Contact:

Roberta Silverman

310-552-4133 or rsilverman@rogerspr.com

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**WORLD-RENOWNED, FRENCH ARCHITECT JEAN NOUVEL DESIGNS
HIS FIRST WEST COAST BUILDING;
A MODERN RESIDENTIAL LANDMARK FOR LOS ANGELES**

***“The Green Blade”: SunCal’s 10000 Santa Monica Boulevard
Will Become An Iconic Gateway To Century City***

(Los Angeles, Calif. – February 8, 2008) – Jean Nouvel, one of the world’s pre-eminent architects, is coming to Los Angeles. Mr. Nouvel has been selected by SunCal Companies to design a landmark residential building that promises to draw international attention to Los Angeles, enhancing the City’s growing stature as a leading global center of contemporary architecture and art.

The proposed luxury, condominium residence that is planned for one of the most prominent sites in Los Angeles will bear the acclaimed architect’s visionary signature. Poised to become an iconic gateway to Century City, 10000 Santa Monica Boulevard will embody a breakthrough concept in which the building’s distinctive form and vast expanses of glass give the structure a luminous, transparent appearance punctuated by expanses of verdant foliage. Nouvel’s masterful use of light and sensitivity to the surrounding environmental context will be further amplified through the integration of landscaping beyond the ground-level, horizontal plane into the vertical facades of the building. In addition, this uniquely green project will incorporate sustainable elements of design, construction and operation to qualify for LEED (Leadership in Energy and Environmental Design) Silver certification.

“We are proud to bring a Jean Nouvel-designed building to the western United States for the first time. Nouvel is a truly extraordinary architect whose buildings stand as living works of art,” said Frank Faye, SunCal’s chief operating officer. “Los Angeles will join the world’s other great cities such as Paris, Barcelona, Copenhagen, Vienna, Tokyo and New York in having a marvel of progressive architecture created by Nouvel,” he added.

“Grand architecture is one of the hallmarks of a great city,” said Los Angeles Mayor Antonio Villaraigosa. “I am very excited that SunCal has selected an architect of Jean Nouvel’s global renown to design a landmark building which, once approved, can add to the luster of Los Angeles.”

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Superbly located where Century City meets Beverly Hills, 10000 Santa Monica Boulevard will offer a spectacular expression of the vertical estate. Situated on a now-vacant 2.4-acre site, it will reenergize the area by bringing 177 new residences to what was once an office building and the site of Jimmy's restaurant, which closed several years ago. In addition to world-class design, the development will boast a wealth of outstanding amenities and five-star services including a private membership club.

"Twenty-first century contemporary architecture must express the art of living in a particular place at a particular time," said Jean Nouvel. "In the perspective of Santa Monica Boulevard, the building is a blade. A green blade. Each residence is designed as a home in the sky with an individual lands-end surrounded by an abundance of plants and flowers, but with no visual limits to the spectacular views of the city, mountains and ocean."

Renewal in Century City

SunCal now joins the leaders of Century City in their efforts to explore creative ways and means to re-imagine the area.

"I am pleased that SunCal has plans to use green building techniques to bring more housing near the jobs in Century City, and I look forward to working with SunCal to integrate the property into my vision to make Century City a more pedestrian and transit friendly district," said Los Angeles City Councilmember Jack Weiss.

In addition to adding more residential options, the long- and short-term possibilities include signature landscaping and streetscape improvements that create a more attractive walking environment connecting adjacent Beverly Hills and Century City.

"Our plan is to revive the original notion of Century City where people can live in a forward-looking environment in which all needs are met within its borders," Faye added. "SunCal's roots in Los Angeles and our long track record of sensitive development allow SunCal to understand the legacy of the original plan and how to advance it in line with today's needs and conditions."

SunCal is coming home—back to Los Angeles, where it was founded 70 years ago by Boris Elieff. As the largest privately held community developer in the western United States, the company takes pride in its long record of high-quality development, working with the finest

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architects and master plan designers, and cooperating closely with local residents, businesses and public agencies.

A Global Architecture Phenomenon

Jean Nouvel's brilliant designs for high-rise residential buildings in New York, including the 13-story 40 Mercer building in Soho and 100 11th Avenue in Chelsea, have received critical accolades. Most recently, Nouvel unveiled the design for a 75-story tower adjacent to the Museum of Modern Art that will house a hotel, luxury apartments and three floors of museum exhibition space.

Mr. Nouvel burst upon the international architecture scene in 1981, when his breakthrough design for the *Institut du Monde Arabe* (Institute of the Arab World) in Paris won the competition for one of a series of great projects commissioned by French President Francois Mitterrand.

His firm Ateliers Jean Nouvel has received major commissions such as the Centro de Arte Reina Sofia in Madrid, Spain; the Musée de Quai Branly in Paris; the restoration of the Opera House of Lyon, France; and the Agbar Tower in Barcelona. In 1987 Mr. Nouvel was awarded the Grand Prix d'Architecture for his entire body of work and the Equerre d'Argent for his furniture designs. The Royal Institute of British Architects honored him with its Royal Gold Medal in 2001.

About SunCal Companies

SunCal Companies has more than 70 years of experience acquiring, entitling and developing major residential properties, and also features active-adult, commercial, homebuilding, multifamily and urban divisions. The company specializes in creating distinctive master-planned and mixed-use communities that emphasize quality of life, environmental sensitivity and recreational opportunities. SunCal currently has more than 250,000 residential units and 10 million square feet of commercial space in various stages of development throughout California, Arizona, New Mexico and Nevada. The largest privately held developer in the western U.S., the company recently expanded to Florida, Texas and Washington, D.C.

For more information, please visit www.10000santamonica.com.

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