



FOR IMMEDIATE RELEASE

GREENEST MIXED-USE DEVELOPMENT IN CALIFORNIA RACKS-UP MORE AWARDS

Los Angeles, CA (July 23, 2010) – deasy/penner&partners (www.homeasart.com), the Southern California-based luxury real estate firm that concentrates on design-centric and architecturally significant residential real estate, is pleased to announce that the *Lofts at Cherokee Studios* by REthink Development and designed by Pugh + Scarpa —has recently captured the prestigious 40th Annual Los Angeles Architectural Award--Market Rate Multifamily category.

This caps an illustrious string of recent accolades for this progressive, 12-unit LEED Platinum-Pending multi-unit project, including the “Best Los Angeles Apartment/Loft Design” by Slow Home Network, the “2010 Firm Award,” presented to Pugh + Scarpa by the AIA, and the West Side Urban Forum In-fill award.

Located in the fashionable Fairfax district of Los Angeles, the *Lofts at Cherokee Studios* features a façade of operable aluminum screens to modulate privacy and light, as well as a color palate behind that transforms throughout the day. The 12 true live/work-zoned units, all accessible form an internal community courtyard, range in size from 1,000-2,000 square feet and include flats, tri-level lofts, townhomes and penthouse units. With generous light, large balconies and hardwood flooring, each unit blends unique compliments of public and private space to create a more livable loft experience. Kitchens offer Bosch appliances, Bertazzoni ranges and Bradco environmentally friendly cabinets. Bathrooms include a combination of large tubs and showers - with Caesarstone countertops, Duravit sinks and well-crafted Hans Grohe fixtures.

A “Green Living Roof” deck with arresting views of the city, 47% more energy efficient, solar power and a parking garage with electric car charging stations—truly create a design for the sustainable 21st Century—lowering the total cost of ownership, while promoting healthy living.

The Los Angeles Architectural Award and subsequent recognition is quite an accomplishment for the project considering the only other non-governmental winners included some of the largest and most innovative real estate companies and projects; including AEG for their LA Live project and Majestic Realty for their Los Angeles NFL Stadium concept.

Lofts at Cherokee Studios is exclusively represented for sale by deasy/penner&partners. Individual unit pricing begins at \$549,000. For more information, please contact them directly at 310.275.1000. www.loftsatcherokeestudios.com

deasy/penner&partners diverse architectural reach extends from Malibu to Palm Springs, with offices in Venice, Beverly Hills, Pasadena and Palm Springs. They bring decades of experience and unmatched expertise in sourcing and representing *home as art*. Over the past 35+ years, their team has been active players in the Southern California architectural movement, having represented some of the region's most significant estate and architectural properties by the likes of Irving Gill, Richard Neutra, Marston & Van Pelt, Rudolph Schindler, John Lautner, Craig Elwood, Ray Kappe, Raphael Soriano, Buff & Hensman, Gregory Ain and Donald Wexler –as well as contemporary talents: Frank Gehry, Philippe Stark, Lorcan O'Herlihy, Steven Ehrlich, Johnston Marklee, Michael Sant, Patrick Tighe, Koning Eizenberg, Marmol Radziner, Scott Johnson, Stephen Kanner, Predock_Frane and Pugh + Scarpa.

For more information about deasy/penner&partners, please contact George Penner at: 310.275.1000.

REthink Development Corp is an advisor, investor and developer of green building, renewable energy, and carbon management projects. It has a unique set of perspectives, experiences and capabilities in this field that can develop, complement or add value to organization's important green initiatives. REthink advises organizations on greening their existing and new buildings and evaluating and implementing renewable energy projects. It finances and develops its own LEED Gold and Platinum buildings and renewable energy projects understanding the challenges and opportunities of the process. It creates leading green building policy and

programs at public institutions and private organizations that lead the way for sustainable organizations. Taken all together, REthink's advisement, financial, development and policy experience offers a unique perspective and capability that is uncommon among green building and renewable energy specialists. www.rethinkdev.com - 310-253-9131

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