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Vulcan Real Estate Launches Seattle's First Online Transit/Amenities Kiosk at Amazon.com Headquarters

SEATTLE, Wash. – August 26, 2010 – Vulcan Real Estate today launched a first-of-its-kind touch-enabled transportation experience in the new Amazon.com headquarters. Designed to promote greater public transit use and a walkable lifestyle in Seattle's South Lake Union neighborhood, the interactive screen kiosk displays local amenities and real-time public transit information. Currently installed in the Phase 2 building lobby, the kiosk will be rolled out in remaining phases of the headquarters as buildings are completed.

Designed by Hornall Anderson for Vulcan Real Estate, the kiosk encourages the use of alternative modes of transit as part of the Transportation Management Plan required by the City of Seattle for Vulcan's office building portfolio. It also increases awareness about the growing number of SLU amenities available to the thousands of Amazon.com employees and visitors in the neighborhood.

"I commend Vulcan Real Estate, the City of Seattle and King County Metro for working together to spearhead such an innovative approach to tackling transportation management issues," said King County Councilmember Larry Phillips, chair of the Council's Environment and Transportation Committee. "This will be a great asset for Amazon.com employees in South Lake Union and offers an excellent blueprint for other employers of how to make sustainable transportation choices easier for as many people as possible."

The 40-inch, map-based kiosk is the first such interface to combine the accessibility of touch-screen technology with neighborhood amenity information and real-time arrival information for transit. The kiosk taps into live data feeds from the popular OneBusAway application, King County Metro, Sound Transit and the Seattle Streetcar, as well as a comprehensive, updated database of South Lake Union amenities. Vulcan Real Estate is considering the potential use of these kiosks in its other office buildings in South Lake Union.

"These interactive tools represent a major step forward in making public transit and walking a more viable option for thousands of Amazon.com workers and visitors by making it as easy as possible to find transit information in real-time," said Ada M. Healey, vice president of real estate at Vulcan Inc. "We are committed to fostering a low-carbon lifestyle that aligns with the sustainable values of their headquarters and neighborhood as a whole."

Traditional transportation management plans include racks of brochures in downtown office buildings that display local transit agencies' schedule information. These materials require regular updating, printing and distribution. Because the kiosks are automatically updated, they provide a more user-friendly, eco-friendly, and accurate solution for riders. With the touch of a button, users can view real-time arrival times for Metro bus routes, find streetcar stops and arrival times, as well as pinpoint nearby restaurants, shops and services on an interactive neighborhood amenities map.

"This innovative public-private partnership is yet another excellent example of leveraging each other's information and creativity to produce new products for transit riders," Metro Transit General Manager Kevin Desmond said. "I look forward to Metro's continued role in developing future partnerships that make riding the bus easy and more convenient for our customers."

Video of kiosk available online at <http://www.youtube.com/user/discoverslu>

About Vulcan Real Estate

Vulcan Real Estate is a long-term investor and builder, with a development portfolio, inclusive of committed projects, of almost 6.5 million square feet of office, biotech, retail, residential, hospitality, parking and quasi-public space. The company's growing portfolio comprises over \$2 billion in high-performing, quality assets. In South Lake Union alone, Vulcan has delivered 3.4 million square feet in 19 new projects, and by 2013, the company expects to have completed nearly 5 million SF (or about half of its potential development in the neighborhood). The company has approximately 1.4 million square feet currently under construction and/or planned for delivery by 2013.

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