



## **FIRST RESIDENTS CALL 1010 MIDTOWN HOME**

*Luxury Midtown Atlanta High-Rise Attracts Diverse Residents  
Ranging from Empty Nesters to Young Professionals*

ATLANTA (Nov. 10, 2008)—Young professionals and empty nesters alike have watched the evolution of Atlanta’s premier address on Peachtree Street—1010 Midtown—located between 11<sup>th</sup> and 12<sup>th</sup> streets. The upscale design, central location and sophisticated lifestyle have enticed them.

Since construction began in August 2006, 1010 Midtown—the first phase of 12<sup>th</sup> & Midtown—has commanded a presence in the heart of Midtown Atlanta. Once prospective suitors now have a new name for the luxury high-rise. They call it “home.”

Empty nesters Jim Rubio, a small business owner, and his wife, Ann, a principal with firm Rule Joy Trammell + Rubio Architecture (which designed 1010 Midtown), are 1010 Midtown’s first residents. After raising four children and living a suburban lifestyle in Atlanta’s Buckhead area for more than 20 years, Rubio said he and his wife searched for a place that would be the hub of excitement for their new phase of life.

“We reached the stage of our lives where we wanted to treat ourselves,” said Ann Rubio. “1010 Midtown provided a place where we could reside amidst the best views Atlanta has to offer, meet new people and enjoy resort-inspired amenities. We’re especially excited to dine at the new restaurants opening along the street level.”

Beyond the restaurants of Ri Ra Irish Pub, RA Sushi, Piola and Noon|Midtown, residents find themselves at the cornerstone of Atlanta’s Midtown Mile, which includes flagship Peachtree Street retail and the one-of-a-kind Loews Atlanta Hotel across the street, also part of the 12<sup>th</sup> & Midtown development.

Will Floyd, a 28-year-old accountant and 1010 Midtown homebuyer, said the project caught his attention because of its proximity to so many Midtown amenities.

“With several condo options in the Atlanta market, I chose to purchase a home at 1010 Midtown because of its prime location on Peachtree Street,” said Floyd. “I look forward to experiencing the benefits of being able to park my car and live the pedestrian lifestyle.”

Condos remain available for purchase, and prospective buyers have the opportunity to view professionally decorated model homes and tour the 35-story building. The development’s one-, two-, and three-bedroom homes have floor-to-ceiling windows, 10-foot ceilings, hardwood floors, stainless steel appliances, stone baths and large balconies. Residents also will enjoy



resort-inspired amenities, including a state-of-the-art fitness center, clubroom, swimming pool and private deck-top plaza with panoramic views of the downtown skyline. The wide variety of floorplans, with prices ranging from \$220,000 to more than \$1.5 million, ensures options for everyone.

“1010 Midtown was designed to offer luxury homes that provide access to Midtown’s best offerings,” said Jason Winburn, vice president of sales and marketing, Daniel Corp. “We have received an enthusiastic response from homebuyers who have embraced the refined lifestyle embodied by 1010 Midtown.”

The development team’s commitment and vision to raise the bar on Midtown residential and retail allowed the design team to create this premiere project. Architecture firm Rule Joy Trammell + Rubio designed 1010 Midtown to accentuate the natural curve in Peachtree Street creating an elegant high-rise along the Midtown Mile.

“As a core member of the design team for 1010 Midtown, I was fortunate to see up-front that the project was going to bring the Midtown Mile to life,” said first homebuyer, Ann Rubio. “I saw promise in the development and knew it was a smart investment, which is why I decided to purchase a unit myself. I’m certain others will feel the same way.”

Ten professionally designed model homes and the onsite Sales Gallery are now open. For more information, visit [www.1010midtown.com](http://www.1010midtown.com) or call 404-815-4622 to schedule a personal viewing.

### **ABOUT 12<sup>th</sup> & MIDTOWN**

Spanning approximately four city blocks, 12<sup>th</sup> & Midtown will be a more than 3-million-square-foot mixed-use development featuring Class A office towers, luxury hotels, premium residences and flagship retail. With this development, the team (Daniel Corp., Selig Enterprises, MetLife and Canyon-Johnson Urban Funds) becomes the largest single contributor to Atlanta’s Midtown Mile. 12<sup>th</sup> & Midtown, located at the intersection of Peachtree and 12<sup>th</sup> streets, will deliver a robust masterplan in the heart of Midtown, featuring more than 1.2 million square feet of Class A office space, more than 600 hotel rooms, more than 1,000 residences and over 200,000 square feet of flagship retail space akin to the much heralded Magnificent Mile in Chicago. For more information about retail or office leasing or condominium sales, visit [www.12thandmidtown.com](http://www.12thandmidtown.com).



## **ABOUT THE 12<sup>th</sup> & MIDTOWN DEVELOPMENT TEAM**

### **Daniel Corporation**

Founded in 1964, Daniel Corporation ([www.danielcorp.com](http://www.danielcorp.com)) is an innovative, full-service real estate organization engaged in the development, acquisition, and management of commercial office, multi-family, residential, urban mixed-use and senior living properties. These activities have resulted in a substantial and diverse portfolio. Headquartered in Birmingham, Al., with a regional office in Atlanta, Ga., Daniel Corp. currently focuses on markets in the Southeast and Mid-Atlantic states. Daniel Corp.'s broad range of real estate expertise and fiduciary tradition enables the company to respond with the flexibility and timeliness demanded by the real estate industry.

### **Selig Enterprises, Inc.**

For nearly a century, Selig Enterprises ([www.seligenterprises.com](http://www.seligenterprises.com)) has maintained a commitment to excellence, dedicated to meeting the needs of its tenants as well as the community. Founded in 1918 by Ben J. Massell, Selig Enterprises' portfolio includes shopping centers, industrial complexes and office developments throughout the Southeast. The company provides leasing, development, acquisition, space design, construction, legal, property management, parking operation (owns AAA Parking), brokerage and accounting services for more than 250 properties in 37 cities across 5 states. Under the direction of Stephen Selig III, Selig Enterprises is one of the largest privately held real estate companies in the Southeast.

### **MetLife**

MetLife is a subsidiary of MetLife, Inc. (NYSE: MET), a leading provider of insurance and financial services with operations throughout the United States and Latin America, Europe and the Asia Pacific regions. MetLife, through its real estate investments department, has been in the real estate business since 1878 as a mortgage lender, developer and owner. MetLife maintains a well-diversified portfolio of over \$47 billion invested in real estate products including equities and commercial mortgages. MetLife is a global leader in real estate investment and real estate asset management services, with a vast network of regional offices that keep in close contact with the major real estate markets. MetLife's real estate investment focus includes full-service hotel, office, multi-family, industrial, retail, senior and student housing and structured transactions. For more information, please visit [www.metlife.com/realestate](http://www.metlife.com/realestate).

### **The Canyon-Johnson Urban Funds**

The Canyon-Johnson Urban Funds ([www.cjuf.com](http://www.cjuf.com)) is a joint venture between Canyon Capital Realty Advisors and Earvin "Magic" Johnson, formed to identify, enhance and capture value through the development and redevelopment of real estate in densely populated, ethnically diverse urban communities. The Funds' objectives are to seek current income and capital



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appreciation and, in addition to meeting investment goals, the fund is committed to providing for and fostering economic opportunities for the residents of the urban neighborhoods in which CJUF invests. With nearly \$2 billion in committed equity capital, the joint venture is positioned to facilitate more than \$8 billion in development and revitalization in major U.S. metropolitan areas.

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