

# Trammell Crow Company

**FOR IMMEDIATE RELEASE**  
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## **2000 AVENUE OF THE STARS AT CENTURY PARK WELCOMES ONE OF THE CULINARY WORLD'S MOST CELEBRATED CHEFS, TOM COLICCHIO**

### ***COLICCHIO'S CRAFT RESTAURANT TO DEBUT IN EARLY 2007***

Century City, CA (August 31, 2006) – 2000 Avenue of the Stars at Century Park, the exciting and highly anticipated new development in Century City, signed a 10-year lease with Tom Colicchio, award-winning chef and star of Bravo's "Top Chef," for his acclaimed Craft restaurant to be located in the centerpiece park anchored by 2000 Avenue of the Stars to the east and Century Plaza Towers to the west. Trammell Crow Company (NYSE:TCC) confirmed that Craft will occupy 10,000 square feet of prime destination dining space at Century Park.

Opening in early 2007, Craft will serve its signature menu of dishes that are dedicated to exceptionally fresh, high-quality ingredients, sourced almost exclusively from small farms and artisanal producers. Colicchio and Craft have been honored with accolades from the James Beard Foundation, *Bon Appetit*, *Food & Wine*, *Gourmet* and *The New York Times*. The restaurant's warm design will include spectacular views of the lushly landscaped park, 2000 Avenue of the Stars, Century Plaza Towers, the Cultural Arts Center and the Century City skyline. Located on the north end of the centerpiece park, Craft will have dining for 300, a private dining room and outdoor seating on the veranda overlooking the park.

Patti Gilbert, Vice President of Leasing with Trammell Crow Company, stated, "We are excited to have the acclaimed Craft restaurant at Century Park. With more than 6,000 tenants, visitors and guests who currently come to Century Plaza Towers each day, the anticipated 2,000 that will make 2000 Avenue of the Stars their business address after

the building opens this Fall and the more than 5,000 residents in the surrounding community, it is important that we offer an array of quality and appealing restaurants and cafes. Craft currently satisfies the most discriminating and seasoned palates at its restaurants in New York, Las Vegas and Dallas. We are confident that it will be a successful addition to our project.” Ms. Gilbert, Jeff Lasky, Senior Vice President of Leasing, and Brad Cox, Principal of Trammell Crow Company, represented the landlord.

In Fall 2006, Century Park tenants will enjoy an expanded and unrivaled offering of amenities ranging from a lushly landscaped four-acre park with landscaped walkways, decorative terraces and a grove of flowering canopy trees; a cultural arts center to the stylish cafes and destination restaurants. 2000 Avenue of the Stars and Century Plaza Towers at Century Park are owned by institutional investors advised by JPMorgan Asset Management - Real Estate.

**About 2000 Avenue of the Stars:**

2000 Avenue of the Stars is currently being developed at Century Park, the premier office, dining and community-gathering destination in the heart of Century City, California. The 790,000-square foot development will consist of a 12-story, Class “A” office building, destination dining, a promenade of cafes, a cultural center and a 4-acre lushly landscaped grand park. Designed by the internationally renowned firm, Gensler Architects, 2000 Avenue of the Stars will stand on the site of the former ABC Entertainment Center adjacent to the landmark Century Plaza Towers.

**About Century Plaza Towers:**

Century Plaza Towers is the landmark, 2.3 million square foot office project anchoring the eastern edge of Century Park, the premier office, dining and community-gathering destination in the heart of Century City, California. The Class “A” office project comprises two 44-story office buildings and has one of the nation’s most prestigious tenant rosters, which includes some of America’s business leaders in professional services industries such as – Entertainment, Law, Finance and Investment, New Technology and Communications. Century Plaza Towers offers tenants, visitors and guests a comprehensive array of amenities, extensive parking, easy access to and from the project and to the Southland’s major thoroughfares and freeways.

**About JPMorgan Asset Management:**

JPMorgan Asset Management is a global asset management leader providing world-class investment solutions to institutions, individuals and financial intermediaries. The firm is responsible for more than \$898 billion in assets under management, including \$41.1 billion in real estate managed by JPMorgan Asset Management - Real Estate, as of June 30, 2006. With a 37-year history of successful investing and a staff of more than 215 real estate professionals, JPMorgan Asset Management - Real Estate identifies, analyzes, negotiates, acquires, develops, redevelops, renovates, operates, maintains, finances and sells commercial properties, on behalf of its clients. JPMorgan Asset Management’s broad investment capabilities and framework for analyzing opportunities in today’s complex real estate markets provide critical insights for its institutional clients in both the public and private markets.

**About Trammell Crow Company:**

Founded in 1948, Trammell Crow Company is one of the largest diversified commercial real estate services companies in the world. The company provides building management, brokerage, project management, and development and investment services to both investors in and users of commercial real estate. In addition to its full service offices located throughout the United States, the company has offices in Canada, Europe, Asia and Latin/South America focused on the delivery of real estate services to user clients. The company delivers brokerage services outside the United States through strategic alliances with leading providers - in Europe and Asia, through Savills, plc, a leading property services company based in the United Kingdom; and in Canada, through JJ Barnicke, a leading Canadian real estate services provider. The company delivers building management, brokerage, and project management services in India through Trammell Crow Meghraj, India's leading property services company jointly owned by the company and certain international partners. Trammell Crow Company is traded on the New York Stock Exchange under the ticker symbol "TCC" and is located on the Internet at [www.trammellcrow.com](http://www.trammellcrow.com)

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