

Distinguished NEWS

VOLUME 3 | ISSUE 2 | 2011

A PUBLICATION OF CENTURY PARK

NEWS & NOTES

In Distinguished Company at Century Park:

The destination of choice by industry and business leaders

Century Park, the most distinguished super block destination in West Los Angeles, has become the pre-eminent office destination for industry and business leaders. Anchoring Century Park are the landmark Century Plaza Towers and 2000 Avenue of the Stars. The destination offers tenants, visitors and guests a comprehensive array of amenities and services including casual and fine dining, a 4-acre, lushly landscaped park and the Annenberg Space for Photography.



SPOTLIGHT

2000 Avenue of the Stars



Founded in 1997 as an independent full service investment banking firm, Imperial Capital set out to provide services to middle market companies and institutional investors. They developed a business model which would enable their clients to continue to grow revenue and be profitable throughout the market cycle. Since inception, Imperial Capital has continued to grow organically, in which it has acquired three companies and has grown the business to over 170 employees, with offices in seven major cities. Imperial Capital has a strong financial track record and has been profitable since 1999.

Imperial Capital offers a wide range of investment banking advisory, capital markets and restructuring services to middle market corporate clients and sophisticated sales and trading services to institutional investors. They also provide proprietary research across an issuer's capital structure, including bank debt, debt securities, hybrid securities, preferred and common equity and special situations claims, as well as detailed industry analysis. They have a proven track record of offering creative, proprietary solutions to their clients.

Imperial Capital LLC

2000 Avenue of the Stars, Suite 900

Los Angeles, CA 90067

Ph: (310) 246-3700 Fax: (310) 246-3667

Century Plaza Towers

**ELKINS
KALT
WEINTRAUB
REUBEN
GARTSIDE LLP**

In one of the toughest legal markets in recorded history, the up and coming firm of Elkins Kalt Weintraub Reuben Gartside LLP had a very successful first year.

In 2010, Elkins Kalt grew from the six founding partners to 17 attorneys and two paralegals. The firm rapidly outgrew its temporary space, and in April moved to its new quarters on the 27th floor of the South Tower at Century Plaza Towers.

Elkins Kalt Weintraub Reuben Gartside LLP is a full-service law firm providing top-tier legal service and business advice from a more efficient, responsive and dynamic platform than possible within the more traditional "large firm" model. The attorneys of Elkins Kalt have particular expertise and experience in real estate, land-use, finance, corporate, securities, tax, estate planning, and litigation.

**Elkins
Kalt
Weintraub
Reuben
Gartside LLP**

2049 Century Park East, Suite 2700

Los Angeles, CA 90067

Ph: (310) 746-4450

Fax: (310) 746-4470

INTHISISSUE

Century Plaza Towers Strikes Gold

New Charging Stations

Commuter News

Highlights

Distinguished Services

Man of the Year

Box Office

Mark Your Calendar

Distinguished COMPANY

CENTURY PARK



CENTURY CITY, CALIFORNIA

Industry leaders choose Century Park as their business address

CONGRATULATIONS TO EARTH DAY PRIZE WINNERS

Stephanie Wong of Citibank was our grand prize winner in Century Park's 2011 Earth Day drawing. Stephanie received a Dahon folding bicycle valued at \$600.

Congratulations also go out to our other winners:

Genny Turner of Creative Artists Agency
\$50 Arco Gas Card

Sadaf Rameshi of Bank of America
\$50 Arco Gas Card

David Drexler of Banamex
\$25 Arco Gas Card

Felicia McCullough of Robins, Kaplan
\$25 Arco Gas Card

Scarlett Mendoza Manganaro of Camden Asset Management
\$25 Bed Bath & Beyond Gift Card

Monica Patanian of Ballard, Spahr
\$25 Bed Bath & Beyond Gift Card

Rose Shushanyan of Barnes & Thornberg
\$50 Bed Bath & Beyond

Iris Lee of Deutsche Bank
\$25 Target Gift Card

Noelia Echesabal of Lavelly & Singer
\$25 Target Gift Card

Elina Kogen of Cox, Castle
\$25 Macy's Gift Card

Linda Styskal of Kleinberg, Lopez
\$25 Macy's Gift Card

Luis Moreira of Cox, Castle
\$50 Macy's Gift Card

Dominique Martinez of Cox, Castle
\$50 Lowes's Gift Card

Julie Mohr of Deutsche Bank
\$25 iTunes Gift Card

Sylvia Ortega of Winner & Assoc.
\$25 iTunes Gift Card

Emma Lopez of City National
2 AMC Gold Tickets

Laura Miller of Kleinberg, Lopez
2 AMC Gold Tickets

Vivek Chandra of Ares Management
2 Disneyland Tickets

Julie White of Cox, Castle
2 Knotts Berry Farm Tickets

Kimberly Webster of Zenith Media
2 Catalina Cruises Tickets

Lennore Yuktirat of Cox, Castle
2 Universal Studios Tickets

CENTURY PLAZA TOWERS STIKES GOLD CENTURY PLAZA TOWERS EARNS LEED® EB GOLD CERTIFICATION

Century Plaza Towers has been awarded LEED® - Existing Buildings: Operations & Maintenance (LEED-EB O&M) certification established by the U.S. Green Building Council (USGBC) and verified by the Green Building Certification Institute (GBCI). The building achieved LEED Gold certification. LEED is the nation's preeminent program for the design, construction and operation of high performance green buildings.

Century Plaza Towers is just the 13th class "A" office project to achieve gold certification in Los Angeles.

Century Plaza Towers comprises 2.3 million square feet in two 44-story towers and anchors the trophy office destination Century Park in Century City, CA. The building is managed by Renee Watkinson, Vice President of Property Management, RPA; Jan Church, Senior Real Estate Manager, RPA, Karla Del Fosse, Operations Manager and Chris Daniel, Chief Engineer. Century Plaza Towers is managed by CB Richard Ellis and owned by institutional investors advised by J.P. Morgan Asset Management - Real Estate. Other team members include the consulting energy engineer HESM & A, Inc., janitorial service provider ABM; landscape service provider Dworsky; and consulting sustainability program manager, Adam Fransen, LEED AP O+M, CB Richard Ellis.

"Buildings are a prime example of how human systems integrate with natural systems," said Rick Fedrizzi, President, CEO & Founding Chair, U.S. Green Building Council. "Century Plaza Towers efficiently uses our natural resources and makes an immediate, positive impact on our planet, which will tremendously benefit future generations to come."

LEED is an internationally recognized green building certification system. Developed by USGBC, LEED provides third-party verification that a building uses strategies aimed at improving performance across a number of metrics, including energy/water efficiency, indoor environmental quality and stewardship of resources and works throughout the building lifecycle - design and construction, operations and maintenance, tenant build-out and significant retrofit.

NEW CHARGING STATIONS

CENTURY PARK NOW OFFERS CHARGING STATIONS FOR ELECTRIC VEHICLES



As part of our on-going sustainability efforts, Century Park has completed installation of 15 electric vehicle charging stations in the garage. The locations of the stations are as follows:

- 5 charging stations located on parking level P1, section 126, 2029 building
- 5 charging stations located on parking level P1, section 166, 2049 building
- 5 charging stations located on parking level P1, section 132, 2000 AOS escalators

The charging stations require activation per session. The rate is \$.95 each hour billed in one minute increments. The fee is subject to change based on energy costs.

For more information, contact the parking office at (310) 226-7495.

EMERGENCY TRAINING EXERCISE



The Los Angeles Fire Department and Massey Disaster Planning partnered with the management of Century Park on April 2nd for a high-rise emergency training exercise. The drill simulated a fire on the 33rd floor of one of the Century Plaza Towers, allowing participants to test emergency elevator procedures and search and rescue practices. Ground units and helicopter crews took part in the drill.

COMMUTERNEWS

WHAT CAN THE CCTMO DO FOR YOU?



Century City Transportation
Management Organization

- Search for a carpool partner or vanpool.
- Find a transit schedule that suits your needs and purchase passes.
- Map out a bike route and find bike lockers, racks and shower facilities.
- Learn about guaranteed ride home programs.
- View commute options and determine time, cost and carbon footprint comparisons.

HIGHLIGHTS

BEAUTY CULTURE

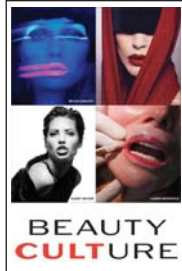
Opens At The Annenberg Space For Photography



The Annenberg Space For Photography is now presenting “Beauty Culture,” a seminal examination of photography’s role in capturing and defining notions of modern female beauty and how these images profoundly influence our lives in both celebratory and disturbing ways.

Through different lenses focused on the body beautiful, the exhibition examines both traditional and unconventional definitions of beauty, challenging stereotypes of gender, race and age. It explores the links between beauty and violence, glamour and sexuality and the cost (in its multiple meanings) of beauty.

Featuring works from over 100 world-renowned beauty, fashion and fine art photographers, “Beauty Culture” encourages a social discussion about the allure and mystique of the pursuit of female beauty, as well as its cult-like glorification and the multi-billion dollar industries that surround it.



“Beauty Culture” presents diverse viewpoints on beauty as it has evolved through the 20th and 21st centuries. These viewpoints are at times challenging, daring and controversial. Ultimately, the exhibition illustrates the power of the still image in shaping cultural ideals and expectations of feminine beauty – and photography’s undeniable influence on conceptions of the Self.

In addition to over 170 photographs featured in the print gallery, “Beauty Culture” showcases hundreds of digital images in vivid detail on high-resolution screens in the Digital Gallery. The Digital Gallery also includes a short documentary film that expands upon the print exhibition’s themes, featuring interviews with well-known photographers, models, historians and beauty experts who guide visitors on a fascinating photographic exploration of the culture – and cult – of beauty.

“Beauty Culture” runs until November 27th.

Thanks For Making A Difference



Thanks to all of you who participated in Cedars-Sinai Medical Center’s semi-annual Century Park Blood Drive. The blood drive, held June 8th and 9th, collected 33 pints of blood the first day and 45 on the second, said Dave Keys, Cedars-Sinai Mobile Blood Drives Program Coordinator. If you missed the opportunity to donate this time, Cedars-Sinai will be back for the fall blood drive on November 16th and 17th. For more information, contact the concierge desk at (310) 226-7479.

Making Strides Event Comes To Century Park

Century Park played host to the American Cancer Society’s Making Strides Against Breast Cancer event on Wednesday, June 15th. More than 100 people participated in the first annual 3K Century City walk, raising more than \$10,000 in the inaugural event. For more information on how you can still make a contribution to Making Strides, go to www.makingstrides.acevents.org/centurycity.

Yoga For Reducing Stress

See how yoga can help reduce stress both in the workplace and in your life. Join us as the Equinox Century City yoga team takes part in Century Park’s Knowledge Is Power speakers series from 12:00 p.m.-1 p.m. on Wednesday, July 27th in Conference Room A. Bring your lunch and discover the difference yoga can make in the quality of your life.



Walk To End Alzheimer’s

Dust off your walking shoes and start forming your teams for this fall’s Walk To End Alzheimer’s. The walk will be held at Century Park at 7 a.m. on Sunday, October 9th to promote awareness of the disease and raise money for care, support and research. Watch for more details as the event gets closer. For more information, call (323) 930-6228 or visit www.alz.org/californiasouthland.

DISTINGUISHED SERVICES

BANKING & FINANCIAL SERVICES

Bank of America
(310) 785-6024
Century Plaza Towers

City National Bank
(310) 282-7835
Century Plaza Towers

Comerica Bank
(310) 557-4000
2000 Avenue of the Stars

Fidelity Investments
(310) 557-1934
2000 Avenue of the Stars

RETAIL SERVICES

Aztec Auto Detailing
(310) 557-2277
Parking Garage/Level 3 (P3)

Century City Chamber of Commerce
(310) 553-2222
Century Plaza Towers

Century City Shoe Repair
(310) 277-3732
Century Plaza Towers

Cleaners Depot Dry Cleaners
(310) 551-0111
Century Plaza Towers

Fix Car Now
(310) 552-8160
Century Plaza Towers (P1)

Mickey Fine Sundries, Gifts & Pharmacy Service
CPT (310) 286-0070, AOS (310) 277-6125
Century Plaza Towers/2000 Avenue of the Stars

RESTAURANTS

Craft Los Angeles
(310) 279-4180
The Park at Century Park

CAFÉS & DELIS

City Xpress
(310) 282-8146
Century Plaza Towers

Cuveé
(310) 277-3303
Promenade of Cafés at Century Park

Habanero Grill
(310) 277-4440
Promenade of Cafés at Century Park

Piknic
(310) 277-2700
Promenade of Cafés at Century Park

Sen Asian Kitchen
(310) 277-7708
Promenade of Cafés at Century Park

Starbucks
(310) 286-3023
Century Plaza Towers

The Coffee Bean & Tea Leaf®
(310) 286-2276
2000 Avenue of the Stars

The Stand
(310) 785-0400
Promenade of Cafés at Century Park

Trimana – Salad Got Soup
(310) 557-9909
Century Plaza Towers

BOXOFFICE

Movie Theaters

AMC Silver*/Loews – Silver*	\$6.00
AMC Gold (Unrestricted)	\$7.50
Mann Theatres Premium**	\$8.00
Pacific Theatres*	\$6.00
Regal (Edwards, United Artists)*	\$6.50
Regal Unrestricted	\$7.50

* Restricted Tickets are Not Valid for the First 2 weeks of a film's release.

**Please check the newspaper listings for "Special Engagement" restrictions.
Movie tickets have no expiration dates.

See's Candies

One Pound Gift Certificate	\$14.00
----------------------------	---------

Catalina Express (round trip)

Adult	\$57.00 (Reg. \$66.50)
Child (2-11 years)	\$47.00 (Reg. \$51.00)
Infants (Under 2)	\$4.00

Check for Blackouts, expiration December 31, 2011

Disneyland or California Adventure

Adult	\$71.00 (Reg. \$76.00)
Child (3-9 years)	\$65.00 (Reg. \$68.00)

expiration December 23, 2011

Disney Park Hopper – One Day

Adult	\$92.00 (Reg. \$101.00)
Child (3-9 years)	\$84.00 (Reg. \$91.00)

expiration December 31, 2011

Knott's Berry Farm

Adult	\$28.00 (Reg. \$54.99)
Child (3-11 years)	\$21.00 (Reg. \$23.99)

expiration December 31, 2011

Legoland

Adult	\$53.00 (Reg. \$84.00)
Child (3-12 years)	\$53.00 (Reg. \$84.00)

Second visit free when used within 90 days of first. Expiration December 31, 2011.

Long Beach Aquarium of the Pacific

Adult	\$17.00 (Reg. \$24.95)
Child (3-11 years)	\$10.00 (Reg. \$12.95)

expiration November 30, 2011

Magic Mountain

Adult	\$26.00 (Reg. \$59.99)
Child (under 48")	\$17.50 (Reg. \$34.99)

expiration December 31, 2011

San Diego Zoo & San Diego Wild Animal Park (Coupon Discount)

Adult	\$36.00 (Reg. \$40.00)
Child (3-11)	\$26.00 (Reg. \$30.00)

expiration December 31, 2011

Sea World – One Day

Adult	\$50.00 (Reg. \$69.99)
Child (3-9 years)	\$50.00 (Reg. \$61.99)

expiration December 17, 2011

Universal Studios – 3 Day Pass

Adult	\$64.00 (Reg. \$74.00)
Child (under 48")	\$64.00 (Reg. \$74.00)

Expiration December 31, 2011

- Concierge accepts cash only • No refunds or exchanges
- Tickets subject to availability

• Pricing is subject to change (see Concierge for current rates)

• Discount coupons may be picked up at the Concierge Desk at no charge

MAN OF THE YEAR

BRAD COX NAMED CENTURY CITY CHAMBER'S CITIZEN OF THE YEAR, MARCUMSTONEFIELD HONORED AS CORPORATE CITIZEN



Brad Cox, Senior Managing Director of Trammell Crow Company, has been named the Century City Chamber of Commerce's 2011 Individual Citizen of the Year. Century Park-based MarcumStonefield, one of the largest independent public accounting and advisory services firms in the nation was honored as Corporate Citizen of the Year.

Brad's primary focus at Trammell Crow Company is on the overall performance and profitability of the firm's Los Angeles business unit. In his capacity as Senior Managing Director, Brad is responsible for raising capital, setting investment strategy, creating deal flow, advising on financing, asset management and overseeing the day-to-day activities for the company's Los Angeles operations.

Brad is also responsible for overseeing the regional portfolio of 4.5 million square feet of premier office properties, including the landmark Century Plaza Towers in Century City and The Water Garden, an international award winning project in Santa Monica. In addition, Brad directs the marketing and leasing for 2000 Avenue of the Stars, a 790,000 square foot trophy class building, in which he was a crucial part of the development and leasing from the entitlement process to its premier in January 2007.



MarcumStonefield, is the California operating division of Marcum LLP, a powerhouse firm across the nation when it comes to independent public accounting and advisory services. Marcum offers an extensive range of professional services and a high degree of specialization including traditional accounting, assurance and tax, mergers and acquisition planning and more.

Ranked among the top 15 firms in the nation by Inside Public Accounting, Marcum offers the resources of more than 1,100 professionals, including more than 150 partners in 23 offices across the globe.

The Century City Chamber of Commerce presented the awards on May 19th at a banquet at the Hyatt Regency Century Plaza Hotel.

Congratulations To Our New And Renewing Tenants At Century Park

	Barnes & Thornburg (New) Century Plaza Towers • 2049 Century Park East, Suite 3550
	ABC Scanning & Imaging (Renewing) Century Plaza Towers • 2049 Century Park East, Suite 4370
	Babson Capital Management (Renewing) Century Plaza Towers • 2029 Century Park East, Suite 1130
City Xpress	City Xpress (Renewing) Century Plaza Towers • 2049 Century Park East, Concourse Level D
CLEANERS DEPOT	Cleaners Depot (Renewing) Century Plaza Towers • 2049 Century Park East, Concourse Level D

MARK YOUR CALENDAR

Wednesday, July 27

Knowledge Is Power
"Stress Management In The Workplace"
12:00 p.m. – 1:00 p.m.
Conference Room A

Wednesday, August 3

Concierge Day
Fun and prizes in the park
12:00 p.m. – 2:00 p.m.
Century Park

Wednesday, August 17 & Thursday, August 18

Red Cross Blood Drive
Give a life-saving gift
9:30 a.m. – 3:30 p.m.,
Conference Room A

Wednesday, October 5

Rideshare Day
Get the scoop on going green
11:30 a.m.-2:00 p.m.
Century Park

Sunday, October 9

Walk To End Alzheimer's
Take a step toward finding a cure
7:00 a.m.
Century Park

Wednesday, October 12 Thursday, October 13 Tuesday, October 18

Flu Shots
Get ready for winter
9:00 a.m. – 4:00 p.m., Conference Room A

Concierges at Century Park:

Robbie Troy, Century Plaza Towers	(310) 226-7420	robbie.troy@cbre.com
Thomas Lee, 2000 Avenue of the Stars	(310) 226-7479	thomas.lee@cbre.com