



## **1180 PEACHTREE WINS 2009 BOMA REGIONAL TOBY EARTH AWARD**

### *Midtown Office Tower Demonstrates Excellence In Green Building Operations*

**ATLANTA, May 15, 2009** – The Building Owners and Managers Association (BOMA) has awarded Atlanta's 1180 Peachtree building the Southeast Regional The Office Building of the Year (TOBY) Earth Award for 2009. The building now will compete for the international award to be announced in June.

The prestigious award, given April 25 at its regional award ceremony in Norfolk, Virginia, recognizes the 41-story, 670,000-square-foot Class A office building as the Southeast's leader in sustainable building operations as a pristine example of how an all-around "green" agenda helps to preserve and enhance the environment.

Owned by an affiliate of the General Electric Pension Trust, advised by GE Asset Management, designed by Pickard Chilton and managed by Hines, 1180 Peachtree has a history of excellence as a leader in green real estate. In 2005, it achieved designation as the first pre-certified Silver LEED-CS high-rise office tower in the world and soon thereafter became the second high-rise office tower in the world to achieve Gold LEED-CS certification.

"We are absolutely thrilled with this honor," said Pamela Beam, vice president at GE Asset Management. "This award represents the culmination of several years of hard work from a team dedicated to changing the face of Atlanta's real estate by making a sustainable agenda our top priority."

1180 Peachtree's sustainable building systems include state-of-the-art HVAC equipment, energy-efficient lighting fixtures and outside air controls, low-flow plumbing fixtures and clean power to all tenant outlets. Collectively, these high-performance features contributed to the building's recent outstanding Energy Star certification rating of 92 percent.

Other significant green and sustainable features of the building include:

- The collection of up to 25 percent of storm water run-off and of all cooling tower condensation into an underground storage tank for irrigation use
- Reduction of "heat islands" that impact human and wildlife habitat by placing parking spaces underground or enclosed within the building structure, and by covering 76 percent of the roof areas with either vegetated or reflective albedo materials
- Encouragement of alternative transportation with conveniently located bicycle racks and shower/changing facilities; fueling stations for electric vehicles; Zipcar availability; corner bus stops; and proximity to the Arts Center MARTA station
- Use of green cleaning products and a comprehensive single-stream tenant recycling program that has resulted in the reduction of trash hauling tonnage by 68 percent.

As a Regional TOBY Earth Award winner, 1180 Peachtree will now compete against regional winners from throughout the world for the International TOBY Earth Award, which will be presented during the BOMA International Conference in Philadelphia during June 28-30.

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### **About GE Asset Management**

GE Asset Management Incorporated ("GEAM") is the exclusive real estate advisor to the General Electric Pension Trust, and is a wholly-owned subsidiary of the General Electric Company. GEAM is a global asset manager with \$102 billion in assets under management, \$7 billion of which is invested equity in real estate assets (as of 3/31/09). The firm and its predecessor organizations have been managing investments for GE's U.S. employee pension and benefits plans for 80 years. Investment offerings cover all major asset classes, including U.S. and international equities, fixed income and alternative assets.

### **About Hines**

Hines is a privately owned real estate firm involved in real estate investment, development and property management worldwide. The firm's historical and current portfolio of projects that are underway, completed, acquired and managed for third parties includes more than 1,100 properties representing approximately 454 million square feet of office, residential, mixed-use, industrial, hotel, medical and sports facilities, as well as large, master-planned communities and land developments. With offices in more than 100 cities in 17 countries, and controlled assets valued at approximately \$25.8 billion, Hines is one of the largest sustainable real estate organizations in the world. Visit [www.hines.com](http://www.hines.com) for more information.

### **About BOMA International**

Founded in 1907, the Building Owners and Managers Association (BOMA) International is an international federation of more than 100 local associations and affiliated organizations. The 18,000-plus members of BOMA International own or manage more than 9 billion square feet of commercial properties in North America and abroad. BOMA's mission is to enhance the human, intellectual and physical assets of the commercial real estate industry through advocacy, education, research, standards and information. For more information, visit [www.boma.org](http://www.boma.org).

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