



ICE District Joint Venture Adds Sorrell Financial to Edmonton Tower Tenant List

Edmonton-based financial firm to move its headquarters to ICE District tower in early 2017

EDMONTON (November 18, 2015) – ICE District Joint Venture announced today that Sorrell Financial has agreed to lease office space in the Edmonton Tower. Sorrell Financial, who plans to move its headquarters to the new building, is scheduled to move into the 27 storey tower in early 2017.

Set to open in fall 2016, the Edmonton Tower is a state-of-the-art structure that is an integral component of ICE District. Located at the corner of 101st St. and 104th Ave., the Tower is being built to LEED Gold standards and is currently 80 per cent leased with the City of Edmonton as its anchor tenant.

“Sorrell Financial is very proud to be part of ICE District and the future of downtown Edmonton,” said Peter Sorrell, Founder and CEO, Sorrell Financial. “ICE District and the Edmonton Tower provide an ideal atmosphere for our business, one that is energetic, professional, and forward-thinking.”

“We’re excited to welcome yet another established Edmonton institution to ICE District,” said Darren Durstling, President and CEO of WAM Development Group and joint venture partner of ICE District. “The central location of this prestigious property is proving to be a big draw for tenants, as it provides the added advantage of easy access to the best entertainment, dining and lifestyle conveniences Edmonton has to offer.”

Edmonton’s ICE District will be Canada’s largest mixed-use sports and entertainment district. In addition to office space, ICE District will also feature the future home of the Edmonton Oilers, Rogers Place, plus a vibrant public plaza, luxury hotel, condominiums, retail, restaurants, nightlife and more.

ICE District Properties is now leasing office space in Edmonton Tower, for more information, visit <http://icedistrictproperties.com/>.

icedistrict.com



About ICE District

ICE District will be the largest mixed-use sports and entertainment district in Canada and is already projecting an energy and feeling unlike anything Edmonton has seen before. ICE District will deliver a new era of entertainment in the form of epic concerts, heart-stopping NHL and WHL hockey, blockbuster movies, world-class gaming, boutique shopping, trendy dining and more. A humming public plaza with year-round programming will host events from festivals to public skating. All of this, just steps from sophisticated residences and premium office space. Rogers Place is being developed by the Oilers Entertainment Group and the City of Edmonton. ICE District Properties, a mixed-use development surrounding Rogers Place and the Winter Garden, is being developed through a joint venture between Katz Group and WAM Development Group.

About Sorrell Financial

Sorrell Financial specializes in providing unique custom designed life insurance products - an integral component of comprehensive financial plans for high net worth individuals and families. Sorrell employs a team of chartered professional accountants, lawyers, chartered life underwriters and other professionals whose technical expertise integrates the deep knowledge of insurance based strategies to the circumstances of each client in a collaborative way. This allows Sorrell to effectively team with other lead financial advisors representing the client.

For ICE District media inquiries, please contact:

Shauna MacDonald, ICE District Media Relations

T: 780-508-5099 | C: 403-585-4570 |

E: media@icedistrictproperties.com