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**THE RATKOVICH COMPANY WELCOMES 72ANDSUNNY AS NEWEST TENANT AT THE
HERCULES CAMPUS AT PLAYA VISTA**

The renowned full-service design and advertising company known for its eclectic and innovative work signs on for 58,000 square feet of space at the historic property

LOS ANGELES (July 25, 2012) –The Ratkovich Company announced today that it has signed 72andSunny as its newest tenant to The Hercules Campus at Playa Vista. Purchased by The Ratkovich Company/Penwood Real Estate Investment Management partnership in October 2010, The Hercules Campus is formerly known as the Hughes Aircraft Company Headquarters and comprised of 11 existing buildings including the hangar where Howard Hughes’ legendary “Spruce Goose” was built. All 11 buildings are eligible historic landmarks.

72andSunny is a modern full-service design and advertising company that works with major brands such as Activision/Blizzard, Anheuser-Busch, Carl’s Jr. / Hardee’s, K-Swiss, and Samsung. The company’s unique style of working beyond conventional ad frames and spaces was instrumental in securing a place on *Fast Company*’s coveted 2012 “World’s 50 Most Innovative Companies” and as number one on the publication’s “Top 10 in Advertising” lists. 72andSunny signed a 12-year lease and will occupy Buildings One and Two on the campus, where Howard Hughes’ former office is located, totaling 58,000 square feet. The company will be relocating its U.S. headquarters into its new home from Culver City; 72andSunny also has an office in Amsterdam.

“We are thrilled to welcome 72andSunny to The Hercules Campus,” said Wayne Ratkovich, founder and president of The Ratkovich Company. “We are continuing to revitalize the property so that non-traditional companies known for their leadership in the emerging media, technology and entertainment industries will have a place in Los Angeles to call home. 72andSunny are industry leaders and a perfect addition to our growing tenant roster, joining Google/YouTube and Earthbound Media Group.”

“The Hercules Campus at Playa Vista has an energetic and inspiring feel, a rich history of innovation and provides a great opportunity to be around other progressive creative companies in the Los Angeles community,” said John Boiler, CEO, 72andSunny. “We look forward to calling The Hercules Campus at Playa Vista our new home soon.”

72andSunny has selected Los Angeles-based Design/Build firm Lean Arch, Inc. to design the Interior Architecture. The new creative studio and office space will incorporate a state-of-the-art multi-media production facility within a dynamic and energetic creative environment. The historical context will lend



significantly to the interior experience. The glass and steel exterior of Building One will be complemented by a palette of natural wood and concrete fiber paneling, creating a distinctive environment which reinforces the design sensibility and overall mission of 72andSunny.

The Hercules project architect is Levin & Associates, the firm known for its award winning work in the restoration of many historic projects including Los Angeles' City Hall, the Oviatt Building, the Wiltern Theatre, the Fine Arts Building, Grand Central Market, the Chapman Market, the Huntington Library, the Griffith Observatory and the Wilshire Boulevard Temple.

Jeff Pion, Michele Esquivel-Hart and Deron White with CB Richard Ellis (CBRE) represented The Ratkovich Company with John Bertram of Studley and Craig Newlands of Coldwell Banker Westmac representing 72andSunny.

In addition, renovations to all the buildings on the campus are underway and continue to progress at a rapid pace as The Hercules Campus welcomes its new tenants. The renovations to the 72andSunny buildings are expected to be fully completed by March 2013.

About The Hercules Campus at Playa Vista

The Hercules Campus at Playa Vista, the first mixed-use community to be built in West Los Angeles in the last 50 years, is made up of more than 28 acres of land in Playa Vista, Calif. The property is comprised of 11 existing buildings totaling 537,130 square feet of building space on four parcels of land, including the hangar where Howard Hughes' legendary Spruce Goose was built. In October 2010, The Hercules Campus at Playa Vista was purchased by The Ratkovich Company, in partnership with Penwood Real Estate Investment Management. The campus is currently undergoing a \$50 million renovation that will result in a connected community with distinctively creative work environments designed to foster innovation and invention. For more information, visit www.herculescampus.com.

About The Ratkovich Company

The Ratkovich Company is a Los Angeles development company that engages in both new development and the imaginative reuse of existing buildings. The company has completed, or has under development, more than 13 million square feet of office, retail and industrial properties in Los Angeles County. The company is completing the repositioning and development of The Alhambra, a 45-acre mixed-use urban community in the city of Alhambra. The company has won numerous awards for its restoration of historic



landmarks, including the art deco Wiltern Theatre and adjacent Pellissier building, Chapman Market and the city of Glendale's Alex Theatre. The James Oviatt and Fine Arts buildings were also both awarded national landmark status after successful renovations by The Ratkovich Company. For more information, visit <http://www.ratkovich.net>.

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