

FOR IMMEDIATE RELEASE

**THE RATKOVICH COMPANY OFFICIALLY WELCOMES FIRST TENANTS TO THE
HERCULES CAMPUS AT PLAYA VISTA**

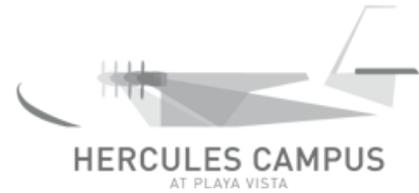
Earthbound Media Group, a technology-driven strategic marketing agency, signs on as first tenant with Google-owned YouTube also recently signing

LOS ANGELES (February 22, 2012) –[The Ratkovich Company](#) announced today that it has officially welcomed Earthbound Media Group and Google-owned YouTube as the first tenants at [The Hercules Campus at Playa Vista](#). Purchased by The Ratkovich Company/Penwood Real Estate Investment Management partnership in October 2010, The Hercules Campus is comprised of 11 existing buildings including the hangar where Howard Hughes’ legendary Spruce Goose was built. All 11 buildings are considered historic landmarks.

[Earthbound Media Group](#), an adaptive marketing agency that is pioneering the fields of brand and business strategy, digital media and enterprise technology for clients that span the Fortune 500 as well as for institutions within higher education, healthcare and non-profit sectors, signed on as the first official tenant at the property with a 10-year lease deal. The company will occupy all of building three, a former helicopter hangar and the site that housed the cockpit for the Spruce Goose totaling 15,000 square feet. The company is relocating its current Orange County headquarters, and consolidating a satellite office in Culver City, into its new West Coast home.

“We are thrilled to welcome Earthbound Media Group and YouTube to The Hercules Campus during this exciting time for the property,” said Wayne Ratkovich, founder and president of The Ratkovich Company. “Since purchasing The Hercules Campus, we have been committed to revitalizing the property to cater to non-traditional companies known for their leadership in the emerging media, technology and entertainment industries. We couldn’t have asked for two better groups of people to start our tenant roster and we look forward to welcoming more of the city’s entrepreneurial, innovative and creatively-inclined companies in the future.”

“We believe The Hercules Campus at Playa Vista will be a hotbed for emerging media and technology and the perfect fit for our new headquarters,” said Damien Navarro, managing partner at Earthbound Media Group. “Throughout the entire process, The Ratkovich Company has made us feel like we’re part of a family, and we look forward to continuing to grow the needs of our business and the clients that we serve in our new creative space.”



Renovations to all the buildings on the campus are underway and Earthbound Media Group’s targeted move-in date is set for this summer. [HLW](#), an interior design firm known for its work with leading companies in the professional services, media, entertainment, financial services, and pharmaceutical industries, is designing the space to be an open floor plan that is intended to generate a feeling of collaboration and sharing of ideas among its employees. The space will feature ample “flex space” for wellness activities, large format desks and community lounges to provide a university feel.

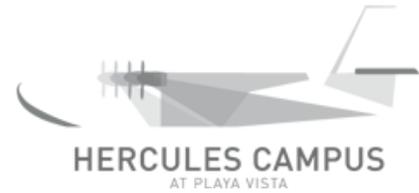
“We are excited about Earthbound Media Group’s upcoming move to The Hercules Campus at Playa Vista and the opportunity to be around other creative and innovative companies was a very important part of our decision,” said Dr. Blaine Behringer, managing partner, Earthbound Media Group. “We are looking forward to designing a space with a university-like feel where collaboration and idea sharing is encouraged. It truly is inspiring to be surrounded by a property with such great historical innovative significance and it is why we are coining our new home ‘The Innovative Headquarters for Earthbound Media Group.’”

YouTube will also join the tenant roster at The Hercules Campus at Playa Vista. The company recently signed a lease to occupy building 17, a space totaling approximately 40,000 square feet that will serve as an extension of the YouTube Next Lab facility in New York. As a group within YouTube that is focused on kick-starting the careers of tomorrow’s coolest content creators, The Lab, as it will be called, will function as a mixed-use creative lab where West Coast YouTube Partners can learn from industry experts, collaborate with other creators and have access to the latest equipment to take their channels to the next level. The Lab is expected to officially open the doors of its new location later this year.

As The Hercules Campus officially opens its doors and welcomes its new tenants, property renovations are continuing to progress at a rapid pace. The Ratkovich Company recently secured a \$20 million development loan from [Cal Bank & Trust](#) that will be used toward additional property renovations and redevelopment at The Hercules Campus. The first phase of the renovations is expected to be fully completed this summer.

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>.

About Penwood Real Estate Investment Management

Penwood Real Estate Investment Management is an entrepreneurial real estate investment advisory firm dedicated to managing value-added real estate investments for the institutional market. Formed in 2003, the firm is a registered Investment Adviser based in Hartford, Connecticut. Penwood combines experienced investment management with the local-market expertise of established strategic relationships and a disciplined management process to optimize value for investors. Penwood is currently focused on value-added investments through the construction, redevelopment, reposition, and rehabilitation of industrial property in major seaport markets.

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