

NEW GREEN SPACE COMING TO DOWNTOWN SEATTLE

Green plaza to be open to public during the day

(Seattle, WA 10-31-07) A grand opening celebration for a new half acre green plaza is scheduled for Friday, Nov. 16th beginning at 12:30 p.m. While privately owned the new space is at ground level and will be open to the public. Entrance to the plaza is off of 5th Avenue, near Madison Street.

The green plaza is between downtown Seattle's first green high rise condominium, 5th and Madison www.5thandmadison.com <<http://www.5thandmadison.com/>> , and the 901 5th Avenue commercial skyscraper, currently being remodeled green. Both projects are seeking gold Leadership in Energy and Environmental Design (LEED™) certification from the United States Green Building Council. Both projects are owned by the development firm Kennedy Wilson.

There is currently a deficit of green space in downtown Seattle, especially on the south side of downtown. The new plaza will help offset the lack of green space and provide an important new gathering place for workers and tourists. Green space that is open to the public also helps attract individuals and families to downtown living.

The grand opening celebration will be marked with a ribbon cutting at 1 p.m. that will include brief remarks from Diane Sugimura, director of the Seattle's Department of Planning and Development, Kate Joncas, president of the Downtown Seattle Association as well as a representative from Kennedy Wilson. The celebration will continue until 2 p.m. with light refreshments, live music, and warm beverages. The event will be emceed by Leslie Williams, President of Williams Marketing Inc.

The new green space features a number of green features including:

- Cisterns sunk into existing underground parking capture rainwater to satisfy all exterior landscaping needs
- Lushly landscaped with drought tolerant and native plants and a water channel with waterfall.
- This park-like space helps offset the "heat island effect".
- The green plaza is actually a green roof over the parking garage and retail space.
- A green roof helps filter pollutants and carbon dioxide out of the air.

The public is invited to join the celebration, which will include live music, light refreshments and warm beverages.

About Kennedy Wilson

Founded in 1977, Kennedy Wilson (owner of 5th and Madison, downtown Seattle's first green condominium high rise) is a real estate services and investment firm headquartered in Beverly Hills, California with 20 offices throughout the United States and Japan.

Kennedy Wilson seeks opportunities in partnership with clients in pursuit of above-market investor returns and higher real estate asset values. Visit www.kennedywilson.com <<http://www.kennedywilson.com>> for more information.

Contact information: Kathleen Warren, Parsons Public Relations. 206-789-5668 or 206-778-6695 (c)

Kathleen Warren

PARSONS PUBLIC RELATIONS

P 206.789.5668

F 206.706.7969

Kathleen@parsonspr.com <<mailto:Kathleen@parsonspr.com>>

www.parsonspr.com <<http://www.parsonspr.com/>>

"Far and away the best prize that life offers is the chance to work hard at work worth doing"

-- *Theodore Roosevelt*