

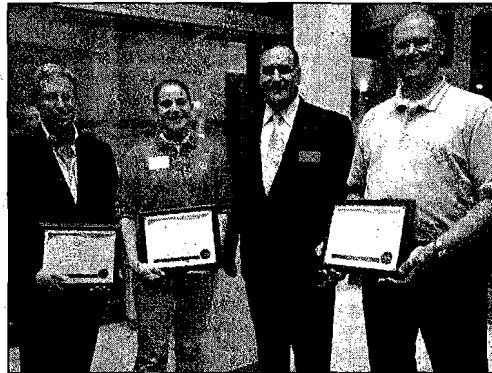
CITY SUBURBAN NEWS

FREE

PHILADELPHIA & THE MAIN LINE'S FAVORITE WEEKLY

October 24 – October 30, 2007

LIGHTING UP CITY AVENUE



From left – Jerry Batoff, Mid Atlantic Real Estate Development; Kim Baker, Executive Team Leader, City Avenue Target; Terrence Foley, CEO CityAve District; Chris Sulpizio, Pennsylvania Real Estate Trust and 555 Associates.

On Wednesday, October 10 business leaders, local politicians and members of the City Avenue Business Alliance gathered at the new PNC Bank on City Avenue for a special event marking the lighting of the CityAve overpass sign. Attendees, lead by the St. Joseph's University Pep Band, made their way to the pedestrian walkway along

City Avenue for the official sign lighting ceremony. Democratic Mayoral Candidate Michael Nutter, one of the founders of the District, pulled the "official light switch" which illuminated the sign.

The PNC Bank on City Avenue, the first "Green" PNC branch in the Philadelphia area, is one of a number of new businesses opening on City Avenue between Presidential Blvd and Belmont Avenue adding new vitality and energy to this exciting district. With additions like Target and PNC Bank and restaurants such as California Pizza Kitchen and Chipotle in the Target Center, CityAve leaders and board members felt it was the perfect time to officially light the "CityAve"

overpass sign that serves as a welcome for the District as it's located at the exit of the Schuylkill Expressway.

During the reception, CityAve CEO Terrence Foley recognized individuals and organizations who helped contribute to the growth of the District. Plaques were presented to:

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LIGHTING UP CITY AVENUE

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Team members of the new Target on City Avenue, Jerry Batoff of Mid Atlantic Real Estate Development—for efforts to implement the District's Pedestrian Lighting Project along Monument Avenue, and Chris Sulpizio of Pennsylvania Real Estate Trust and 555 Associates for his work in getting the CityAve sign lit.

The City Avenue Special Services District is a collaboration between the City of Philadelphia and the Township of Lower Merion to enhance the public and private sectors of the region extending west on City Avenue from the Schuylkill Expressway to 63rd Street and Wynnewood Road. From the creation of public safety initiatives to new strategies for development, the CityAve Special Services District is the go-to organization for any individual or business interested in becoming a part of what this exciting region has to offer. For info about the District, call 610-747-0311 or visit www.cityave.org.



From left – Father Timothy R. Lannon, President of St. Joseph's University and Chairman, CityAve District; Pennsylvania State Representative Connie Williams; Michael Nutter, Democratic Mayoral Candidate; State Representative Kathy Manderino; Matthew Schure, President and CEO Philadelphia College Osteopathic Medicine and Vice Chairman, CityAve District.