



THE WATERWALK AT

Point Ruston

 JONES LANG
LASALLE®

Real value in a changing world

Point Ruston



JONES LANG
LASALLE®

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POINT RUSTON IS THE PACIFIC NORTHWEST'S PREMIERE WATERFRONT DESTINATION



This dynamic 97 acre site has nearly one mile of waterfront on the shores of the Puget Sound, connecting the Ruston Way waterfront and the 700 acre Point Defiance Park and Zoo & Aquarium; combined have just under 4,000,000 visits per year.

Point Ruston will accommodate up to 500,000 square feet of lifestyle & retail space to host a range of tenants including upscale and casual dining, boutiques & specialty stores, health & wellness, apparel, galleries and fine art, home decor and furnishings, a fitness center, natural market, four-star hotel, multiple entertainment venues and much more.

Up to 500,000 square feet of Class A office space will also be available.

A four-star hotel at Point Ruston will allow visitors to stay and play as long as they like. The 175 room waterfront hotel will provide full service, four-star accommodations including a signature restaurant, lounge, swimming pool and conference facilities.

In addition to a residential community of approximately 1,000 waterfront condominiums, townhomes, apartments and single family homes, Point Ruston's urban village will feature an open air lifestyle center to be enjoyed by all who visit.



- 97 acres with 1 mile of unobstructed waterfront
- 50 acres of park & public access on site
- Panoramic views of Puget Sound, the Olympic and Cascade Mountain ranges
- Easy Access to I-5, Hwy 16, Tacoma Dome, Narrows Bridge, Tacoma Museums and the Theater District
- Up to 500,000 square feet of office for smaller tenants or corporate campus
- Up to 500,000 square feet of retail, entertainment, restaurants, hotel, and markets
- 1,000 condos, townhomes and custom homes — all Built Green®
- \$28 million in upgrades to roads, infrastructure & transportation access
- Point Ruston connects four miles of Tacoma's waterfront to Point Defiance Park where visitors can enjoy paved walkways for exercise and recreation along the new waterwalk
- Neighboring Point Defiance Park and Zoo & Aquarium is over 700 acres and has over 2 million visitors annually and is the #1 attraction in Pierce County
- Just under 2 million visitors annually to the neighboring Ruston waterfront
- Up to 200' wide waterwalk within Point Ruston includes: amazing views, artwalk, fountains, fire pits and sculptures

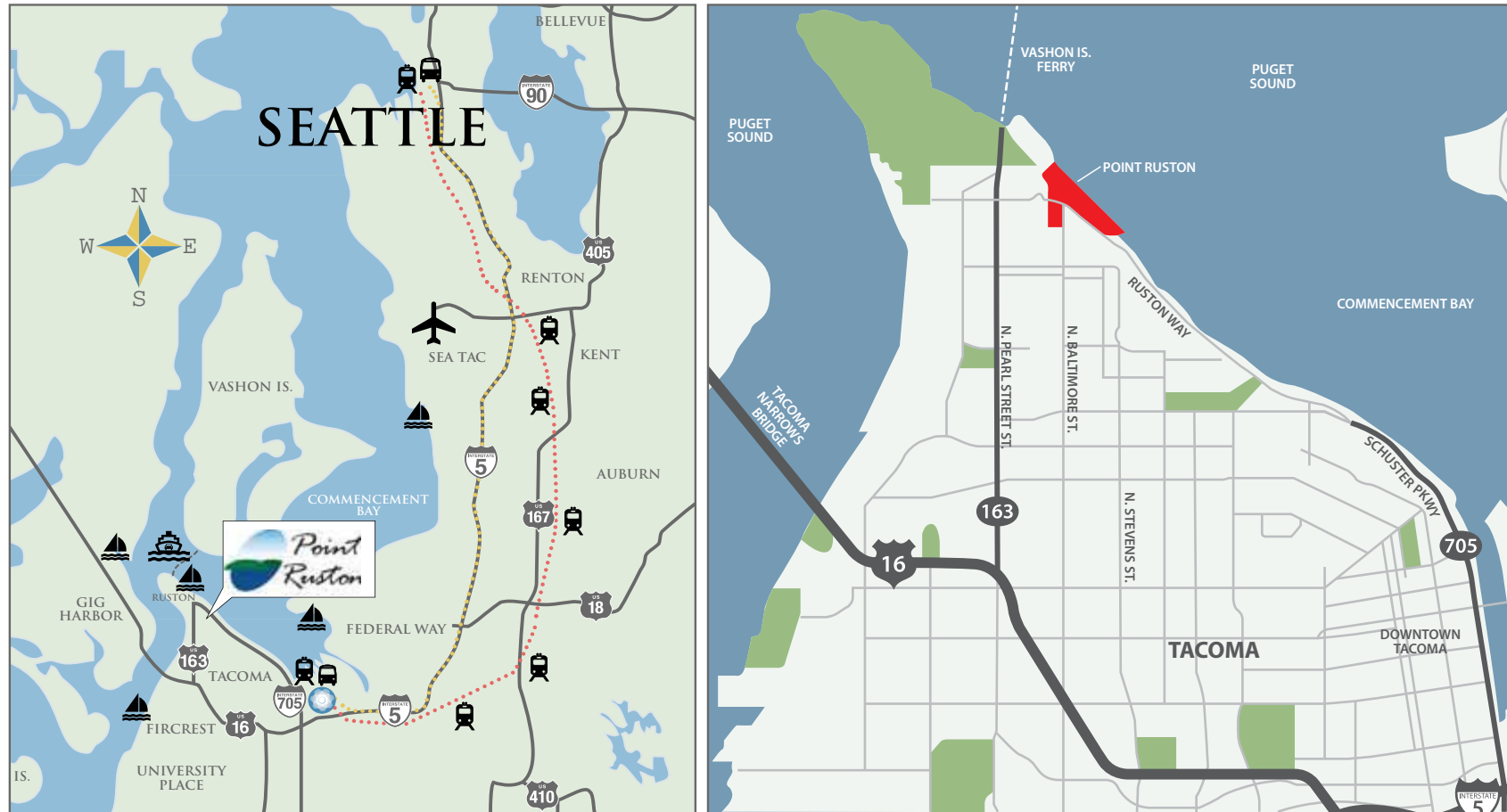


Point Ruston is a lifestyle center dedicated to a total retail, dining, entertainment experience. Located on the shores of Puget Sound, the views from the residences, the appeal for the regional and national retailers, and the entertainment venues for children to adults will all work to create the best experience for tenants, residences, and guests alike.

- Find what you're looking for and exceed your expectations.
- From casual weekend to luxury fashions. Point Ruston's boutiques will have apparel to make you look good and feel great.
- Watch works of art come to life in local artists' shops.



- Relax with a cup of coffee at a café while taking in the scents of fresh breads and decadent pastries.
- Try signature dishes at a fine or family themed restaurant.
- Get your exercise wear at a sports and outdoor recreation retailer and head to the fitness center.
- Discover specialty toy, candy, cosmetic, souvenir and jewelry stores that will entice your senses and spirit.
- Natural grocery/market anchor.
- Multiple entertainment venues including theatres, live music, art galleries and more.



From Point Ruston you will find quick and easy access to I-5 and Highway 16. Sound Transit, located near downtown Tacoma, makes commuting to Seattle enjoyable and energy efficient. A new public transit station is coming to Point Ruston with connections to the downtown Tacoma Link Light Rail and Sound Transit station. \$28 million in road improvements make access to North Tacoma even easier via the extension of Baltimore St.

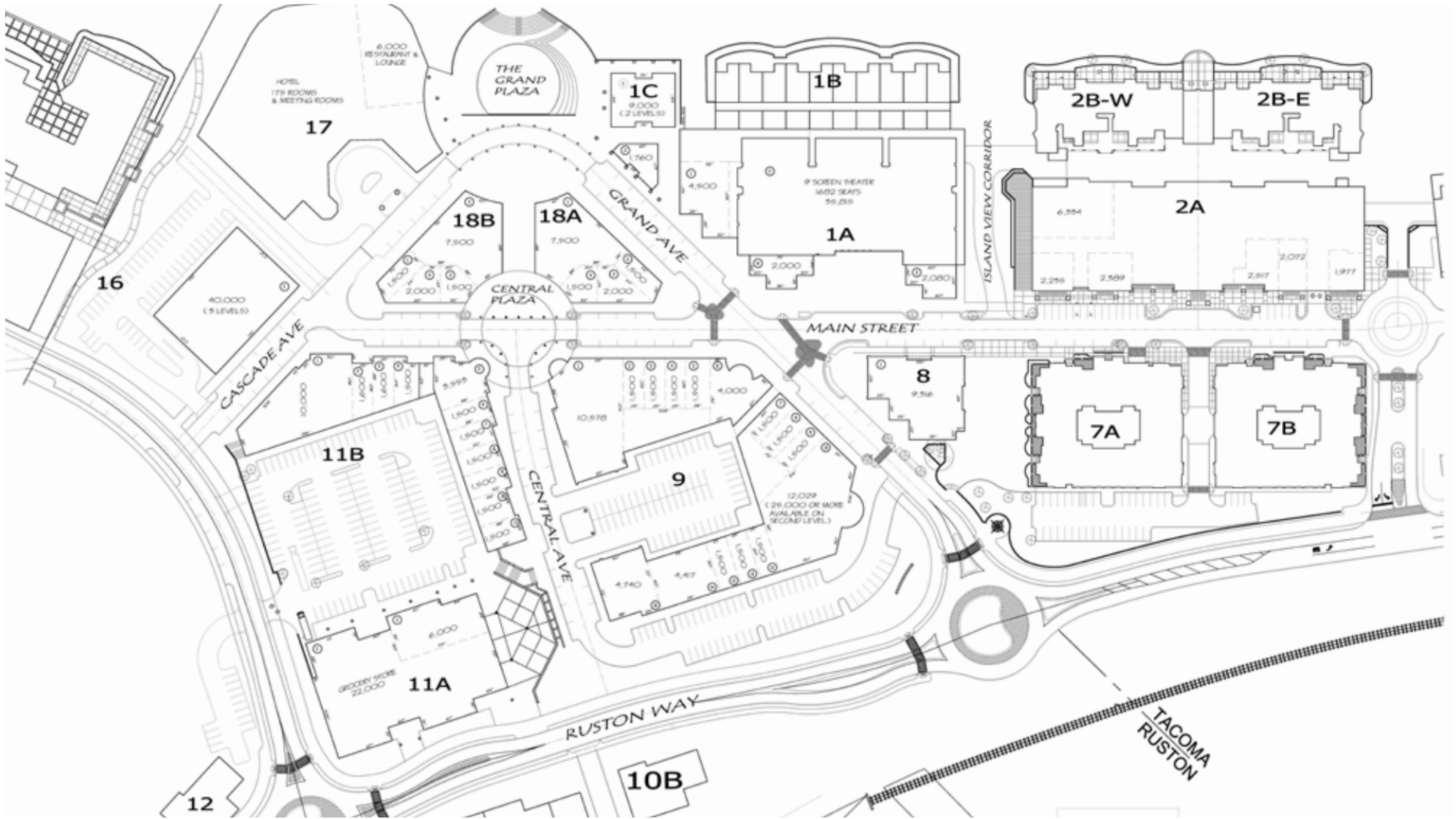


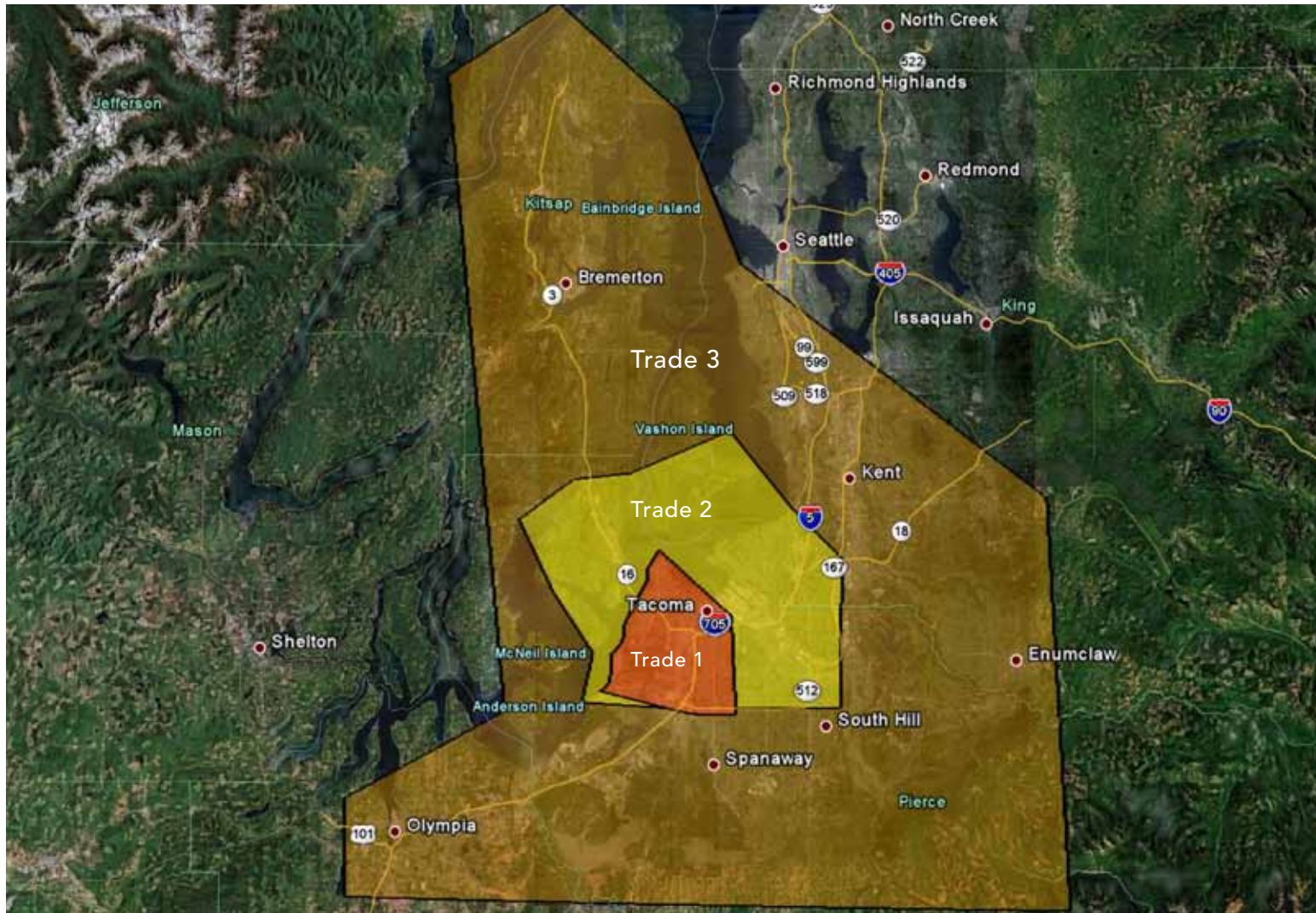
RETAIL SITE PLAN

With up to 500,000 square feet of lifestyle, retail, entertainment, themed restaurants, and neighborhood amenities, Point Ruston provides the complete experience for a quick retreat or a full day of shopping and relaxation.



COMMERCIAL CORE SITE PLAN





— = 10 MILES

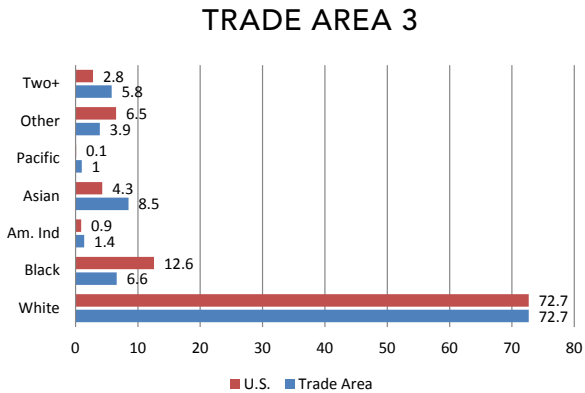
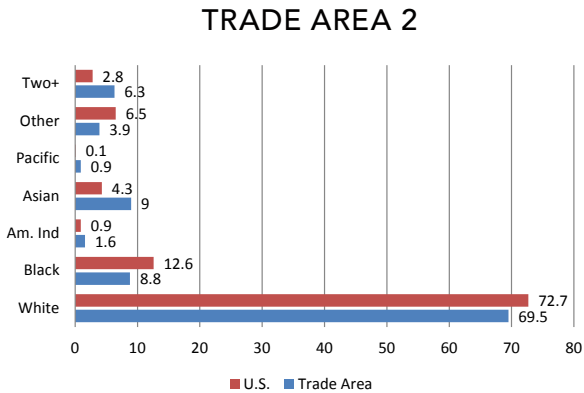
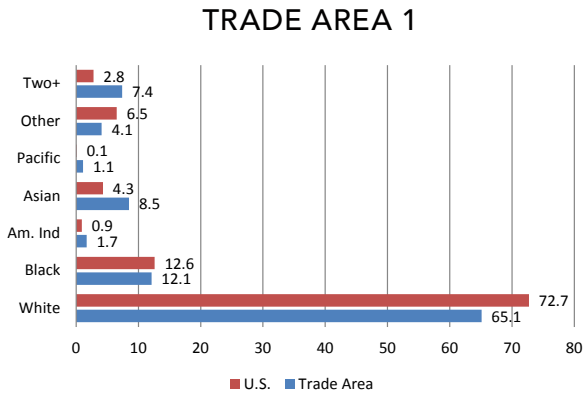
DEMOGRAPHICS | SUMMARY

	Trade Area 1	Trade Area 2	Trade Area 3		Trade Area 1	Trade Area 2	Trade Area 3
Population				Age Distribution			
2010 Population				Total	103,048	503,686	1,753,331
Total Population	254,064	503,683	1,753,331	<1-13	15,683	91,575	333,640
Male Population	48.70%	48.80%	49.70%	14-17	4,668	25,936	93,140
Female Population	51.30%	51.20%	50.30%	18 - 24	12,307	51,683	174,694
Median Age	35.9	36.6	36	25-34	15,259	72,071	252,651
2010 Income				35-44	13,187	65,596	237,684
Median HH Income	\$49,680	\$56,331	\$61,932	45-54	14,723	73,999	262,651
Per Capita Income	\$24,123	\$27,011	\$27,855	55-64	12,020	59,498	202,456
Average HH Income	\$57,975	\$67,217	\$72,117	65-74	6,694	32,961	105,850
2010 Households				75-84	5,129	20,466	62,052
Total Households	103,362.00	199,044.00	666,931.00	85+	3,378	9,901	28,513
Average Household Size	2.38	2.47	2.57				
2010 Housing							
Owner Occupied Housing Units	47.00%	52.90%	57.50%				
Renter Occupied Housing Units	44.90%	39.50%	35.40%				
Vacant Housing Units	8.00%	7.60%	7.20%				
Population							
2000 Population	241,412	469,124	1,557,533				
2010 Population	254,064	503,683	1,753,331				
2015 Population	260,711	522,110	1,849,416				
Median Household Income							
2000 Median HH Income	\$37,988	\$43,798	\$46,778				
2010 Median HH Income	\$48,469	\$56,331	\$61,932				
2015 Median HH Income	\$55,903	\$64,261	\$71,093				
Median Household Income							
2000 Per Capita Income	\$21,669	\$21,942	\$22,028				
2010 Per Capita Income	\$25,733	\$27,011	\$27,855				
2015 Per Capita Income	\$29,983	\$31,205	\$32,138				
Median Household Income							
2000 Average HH Income	\$48,682	\$54,914	\$56,942				
2010 Average HH Income	\$56,862	\$67,217	\$72,117				
2015 Average HH Income	\$66,059	\$77,493	\$83,147				



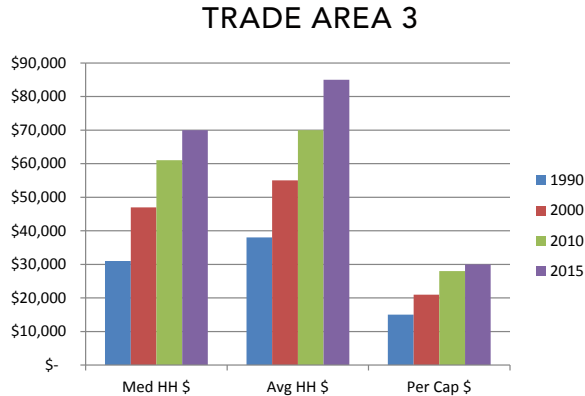
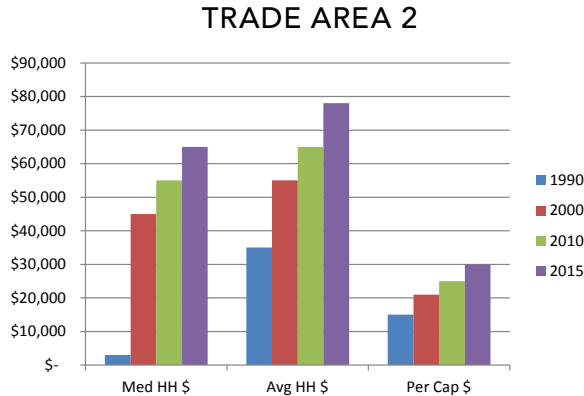
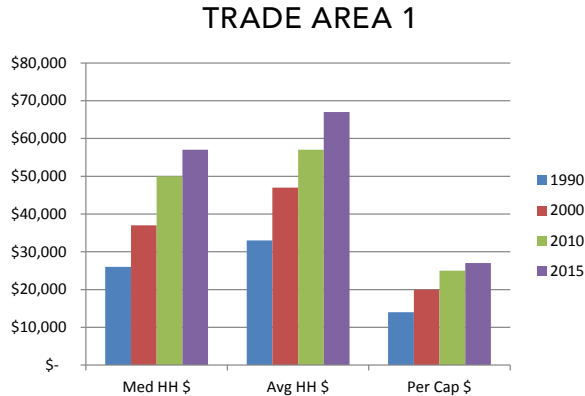
Real value in a changing world

POPULATION BY RACE & ETHNICITY



Population %

INCOME STATISTICS



EXPENDITURES

	Trade Area 1		Trade Area 2		Trade Area 3	
	Average Amount Spent \$	Percent %	Average Amount Spent \$	Percent %	Average Amount Spent \$	Percent %
Total Expenditures	\$68,974.88	100.0%	\$64,346.84	100.0%	\$55,591.37	100.0%
Food	\$7,989.45	11.6%	\$7,501.04	11.7%	\$6,556.44	11.8%
Food at Home	\$4,609.83	6.7%	\$4,337.95	6.7%	\$3,803.71	6.8%
Food Away from Home	\$3,379.62	4.9%	\$3,163.09	4.9%	\$2,752.73	5.0%
Alcoholic Beverages	\$613.91	0.9%	\$581.88	0.9%	\$511.45	0.9%
Housing	\$21,416.54	31.0%	\$19,983.60	31.1%	\$17,305.42	31.1%
Shelter	\$16,797.34	24.4%	\$15,633.86	24.3%	\$13,501.16	24.3%
Utilities, Fuel and Public Services	\$4,619.20	6.7%	\$4,349.74	6.8%	\$3,804.26	6.8%
Household Operations	\$1,613.64	2.3%	\$1,487.71	2.3%	\$1,263.72	2.3%
Housekeeping Supplies	\$718.17	1.0%	\$673.05	1.0%	\$584.84	1.1%
Household Furnishings and Equipment	\$1,881.70	2.7%	\$1,741.89	2.7%	\$1,488.86	2.7%
Apparel and Services	\$1,762.08	2.6%	\$1,648.41	2.6%	\$1,433.99	2.6%
Transportation	\$10,368.73	15.0%	\$9,659.40	15.0%	\$8,354.25	15.0%
Travel	\$1,982.33	2.9%	\$1,831.69	2.8%	\$1,550.66	2.8%
Health Care	\$3,714.74	5.4%	\$3,511.51	5.5%	\$3,063.09	5.5%
Entertainment and Recreation	\$3,386.70	4.9%	\$3,146.14	4.9%	\$2,699.01	4.9%
Personal Care Products & Services	\$732.36	1.1%	\$684.69	1.1%	\$591.60	1.1%
Education	\$1,307.45	1.9%	\$1,227.95	1.9%	\$1,066.06	1.9%
Smoking Products	\$428.47	0.6%	\$414.89	0.6%	\$376.38	0.7%
Miscellaneous ¹	\$1,199.08	1.7%	\$1,117.84	1.7%	\$963.66	1.7%
Support Payments/Cash Contributions/Gifts in Kind	\$2,516.02	3.6%	\$2,362.16	3.7%	\$2,033.53	3.7%
Life/Other Insurance	\$419.37	0.6%	\$389.44	0.6%	\$330.57	0.6%
Pensions and Social Security	\$6,924.12	10.0%	\$6,383.54	9.9%	\$5,417.84	9.7%

EDUCATION

	Trade Area 1		Trade Area 2		Trade Area 3	
	Number	Percent %	Number	Percent %	Number	Percent %
Educational Attainment	155,863	100%	304,149	100%	996,516	100%
College Graduate *	45,741	29.3%	98,088	32.2%	319,157	32.0%
Some College	42,453	27.2%	83,411	27.4%	282,683	28.4%
High School Graduate	44,561	28.6%	83,073	27.3%	270,833	27.2%
Less than High School	23,108	14.8%	39,577	13.0%	123,843	12.4%

DEMOGRAPHICS | MARKET COMPARISON

Demographic data	Tacoma	Seattle	Portland	San Jose
PTA*	Point Ruston	University Village	Nob Hill/Pearl	Santana Row
Zip Code	98407	97210	97209/10	95128
PTA population*	20,249	38,538	20,525	31,294
Male	9,673	19,752	11,437	15,851
Female	10,576	18,786	9,098	15,444
Median age	41.07	27.24	35.1	35.25
Total household	8,752	16,083	13,180	12,109
Avg. Per house	2.29	2.06	1.47	2.52
Education				
No high school	265	181	302	1,385
Some high school	742	389	811	1,592
Some college	3,368	2,805	2,889	3,770
Assoc. Degree	1,561	1,155	725	1,896
Bachelor degree	3,293	7,862	6,015	5,151
Graduate degree	1,941	7,573	3,716	3,113
Income				
Average household	\$65,097.00	\$67,953.00	\$67,967.00	\$81,371.00
Median household	\$57,029.00	\$46,171.00	\$39,355.00	\$67,921.00
Median under 25	\$38,000.00	\$24,151.00	\$25,706.00	\$49,304.00
25-34	\$52,190.00	\$42,661.00	\$39,604.00	\$69,261.00
35-44	\$61,585.00	\$55,098.00	\$45,046.00	\$72,600.00
45-54	\$65,547.00	\$65,846.00	\$43,566.00	\$75,531.00
55-64	\$63,369.00	\$61,395.00	\$48,864.00	\$69,770.00
65-74	\$54,947.00	\$66,417.00	\$34,799.00	\$58,188.00
Over 75	\$42,843.00	\$52,600.00	\$28,448.00	\$52,072.00
Median house. Net Worth	\$155,623.00	\$131,182.00	\$115,156.00	\$182,691.00
Median total debts	\$180,915.00	\$153,765.00	\$142,424.00	\$212,787.00
Lifestyle**				
Clothing	100	102	100	119
Education	98	112	108	126
Entertainment	100	101	98	118
Food	101	101	99	116
Household furnishing	101	102	98	120
Shelter	101	102	100	118
Other	102	101	102	117
Amenities				
Sports teams	1	2	1	1
University	2	2	1	1
Community college	1	1	1	1
Miles to airport	30	8	7	7

CURRENT MARKETING



OWNER'S MARKETING BUDGET IS APPROXIMATELY \$1,000,000 A YEAR



Opening the door to waterfront living
residences . dining . shopping . entertainment . recreation

The Copperline opens the door to waterfront living with the first low bank, waterfront condominiums opening this fall at Point Ruston. These condos offer stunning Puget Sound and mountain views in addition to endless opportunities just steps from your front door, in this amazing new neighborhood. And for a limited time our preferred lender is offering some incredible loan programs—contact our sales staff today.

Host to numerous waterfront condos and townhomes, custom view homes, a luxury hotel and a thriving urban neighborhood, Point Ruston is sure to become the most exciting destination in the Pacific Northwest. Its 56 acres of public/open space include trails, parks, and a mile-long Waterwalk connecting to 702-acre Point Defiance Park and Ruston Way. Offering superb views, this Built Green® community is just minutes from revitalized downtown Tacoma.

Visit our floating sales center at 1199 Dock Street in Downtown Tacoma.







www.PointRuston.com




COPPERLINE CONDOMINIUMS AT  *Point Ruston*
Opening the door to waterfront living *fall 2009*

- Luxury waterfront condos
- Built Green® certified at the highest level
- 1, 2, and 3 bedroom homes
- 793 up to 3,061 sq. ft. of living space
- Spacious lanais & terraces
- Secured access entry and parking
- A selection of over 18 floor plans
- Buyers may customize their selections
- Priced from \$365,950

www.PointRuston.com



residences . dining . shopping . entertainment . recreation

To ensure the success of this project, Point Ruston has engaged in a far reaching regional marketing campaign. These aggressive efforts began prior to construction and continue today. Some of the current marketing efforts include: billboards, magazines, newspapers, signage, bus wraps, internet, private tours and events and a dedicated web site: www.PointRuston.com.

Point Ruston is MC Construction's commitment to the South Sound's future. Certified a Built Green® community by the Pierce County Master Builders Association, Point Ruston encompasses 97 acres on the shores of Puget Sound. Experience the rebirth of this spectacular waterfront setting as we facilitate its return to Northwest majesty.

OPEN SPACE PLANNING

Within this 97 acre development, over 50 acres of open space includes park areas, public walkways, view corridors, and the Point Ruston Waterwalk, which will link the Ruston walkway to the 702 acre Point Defiance Park and Zoo & Aquarium.

COMMUNITY ENHANCEMENT

Point Ruston is a planned mixed-use development with a range of housing options including condominiums, townhomes, single family residences, apartments, with the potential for senior housing, all certified Built Green®.

LANDSCAPING & COMMON AREAS

Plant selections will focus on native plants requiring minimal maintenance and low water usage. Rain gardens will utilize rain water collected on site.

TRANSPORTATION

A community transit center with local and regional connections, bike paths, park trails and pedestrian pathways.



FACT SHEET

- Cinemark lease complete and press release sent. Entitlements are underway and construction will commence once a building permit is approved.
- Silver Cloud Hotel deal complete for 175 room 4-star Hotel with restaurant and conference facilities.
- \$28 Million grant from city of Tacoma, fully funded with 50% of it already spent, for infrastructure/existing road improvements. The newly completed road upgrades to open on April 21st, kicked off with a 5K "Ruston Way" highly sponsored race.
- Waterwalk connecting Point Defiance Park and the Ruston waterfront set to be completed in late 2012.
- The first two Condo/Apartment buildings set to open this summer with 217-units. Strong sales/rent progress to date.
- Retail Core set for 2014 turn-over.
- Actively under construction!



WATERWALK RENDERING









PUBLIC ARTWORK ORCA POD RENDERING



VIEW FROM WATERFRONT: MT. RAINIER





EXCLUSIVELY REPRESENTED BY:



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