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HELD PROPERTIES UNVEILS CONTEMPORARY INSPIRING GLASS SCULPTURE "WINDS OF LIFE"

1880 Century Park East, A Landmark From The "Golden Age" of Century City, Has Undergone \$8 Million Redesign And Added Grand Entry Plaza With Sculpture Fountain

Los Angeles, Calif. – APRIL 2008 – Held Properties Inc., the distinguished private real estate company, is celebrating the completion of an extensive renovation and modernization of its landmark office building at 1880 Century Park East in Century City, Los Angeles, known as "the Renovation of the Century," announced company President Robert Held.

A brilliant glass sculpture by world-renowned glass artist John G. Leubtow, set in a contrasting black granite fountain on the building's plaza, is the center piece of the exciting, \$8 million refurbishment and redesign. Mr. Luebtow was one of the five celebrated artists that participated in Held Properties' artists invitational, presented in collaboration with Jonathan Novak Contemporary Art. His winning sculpture, combining water, sound, light, and movement, is named "VENTUS VITAE," a Latin phrase translated as "winds of life."

Commissioned in honor of the late Harold A. Held, co-founder of Held Properties, who passed away in February, the sculpture is the first privately funded outdoor art to be situated in Century City. "We are proud to dedicate this beautiful work of art to the memory of Harold A. Held, and gratified to be able to share its beauty with our tenants and neighbors," said Robert Held. "As the first work of public art ever installed in Century City, this serene and radiant sculpture fountain will be a dramatic cultural marker for future generations" he added.

Held Properties spared no expense to maintain and improve the common areas of 1880 Century Park East. The renovation included the creation of a grand, lavishly landscaped new entrance with an exterior canopy that looks inward, creating a continuous flow of its design through the transparent glass wall of the entrance and into the redesigned lobby. The lobby features a new computerized directory complete with news, weather and traffic feeds and state-of-the-art computerized elevators. In addition to the lobby, the outdoor plaza was completely remodeled with black granite planters, a newly designed seating area, widened driveways for easier access and new signage throughout.

“We are celebrating the successful completion of a creative redesign that will ensure that 1880 Century Park East remains one of the most prestigious business addresses in Century City for the next generation,” said Robert Held. “We appreciate our tenants’ embrace of the renovation process, and are proud to offer an enhanced, elegant and contemporary environment for tenants and visitors alike,” he added.

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About Held Properties, Inc.

Established in 1946, Held Properties is a family-owned, real estate investment company, which develops, owns and manages distinctive properties in prime Southern California locations. With a sterling reputation for expertise, reliable partnerships, and personal, hands-on management, the company has achieved one of the highest tenant retention rates in the industry. Held Properties offers a broad spectrum of vertically integrated services, including development, general contracting, construction management, leasing, space planning, property management, parking management and building maintenance. Currently seeking new development opportunities for medical campus or office building projects, Held Properties is pursuing a strategy of partnership with decision makers as it continues its growth.