



CHEROKEE

For Immediate Release
September 26, 2008

111 East Hargett Street
Suite 300
Raleigh, NC 27601

919.743.2500 t
919.743.2501 f

cherokeefund.com

MEDIA CONTACTS:

Brittany Burkett
Cherokee
919.743.2541
bburkett@cherokeefund.com

Misty Zelent
Fleishman-Hillard for Cherokee
919.457.0742 or 512.799.0180
misty.zelent@fleishman.com

Cherokee Sustainability Council Analyzes Potential of Green Renovations and Distressed Residential Real Estate in the Midst of Credit and Real Estate Volatility *Newly Published Monograph Captures Insights for Emerging Opportunities in Sustainability*

Raleigh, N.C. – Cherokee, a private equity firm specializing in sustainable redevelopment, published a new monograph examining the strategic potential of capturing value in distressed suburban residential land and retrofitting existing and historic buildings to meet green standards.

The analysis and insights presented in the monograph capture the interchange at a recent gathering of Cherokee's Sustainability Advisory Council, which includes pioneering leaders in sustainable design and development. The complete monograph is available at http://www.cherokeefund.com/pdfs/SAC%20Monograph_electronic_web.pdf.

The Council's discussions took place in the context of the growing worldwide consensus that financial, environmental and social performance are inextricably linked, as well as the nation's credit crisis and associated volatility in the real estate market.

"Cherokee is uniquely positioned to address these trends, and we are carefully considering how to best put our expertise and capital to use in this environment," said Tom Darden, CEO of Cherokee.

In reviewing the opportunities, the Council urged Cherokee to define a strategic niche for each opportunity, differentiate its projects from other developments, focus on execution, and always act in ways that reinforce its role and reputation as a leader in sustainable development. They also urged Cherokee to go beyond these strategies to find even more significant sustainability opportunities that would represent wholesale change.

The final recommendation echoed a speech delivered to the Council during the meeting by Marvin J. Malecha, FAIA, DPACSA, Dean, North Carolina State University College of Design, who called for a transformative leap forward in the design community's response to the threats of environmental degradation.

“We have pushed the incredibly resilient environmental systems of our planet to a place where it has begun the process of rejecting the harmful element, us ... It is time for new ways and means or they will be forced on us,” said Melacha, also a founder of the Center for Regenerative Studies at the California Polytechnic State University and president elect of the American Institute of Architects. The monograph includes a synopsis of his remarks.

The monograph also summarizes a discussion on emerging trends in which Council members provided insight from their vantage points into current market and industry trends, including the use of new mechanisms to fund conservation of open spaces, the growing financial risks of *not* building green, and increasing interest in development and implementation in clean renewable energy.

First convened in 2006, the Cherokee Sustainability Advisory Council advises the firm on how to implement progressive planning and design, green building and social innovation in its work to help create sustainable communities and achieve stronger investor returns. See attached list of members.

“Each meeting of the Council provides us with fresh perspectives and concrete ideas for applying the principles of sustainability throughout our business,” said Darden. “We are fortunate to have their energy and their input.”

About Cherokee

Cherokee is the leading private equity firm investing capital and expertise in brownfield redevelopment. For more than two decades, Cherokee’s executive team has produced strong financial returns while delivering positive environmental and social results. Cherokee has invested in more than 525 properties worldwide. The firm has more than \$2 billion under management and is currently investing its fourth fund. The company has evolved its leadership role in the reclamation of brownfields by applying expertise, creativity and resolve to the sustainable redevelopment of properties after remediation. For more information, visit www.cherokeefund.com

###