



News

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HP, Motorola, Shell and Ford Among Companies Vying For H. Bruce Russell Innovator's Award Honors

2008 CRE Awards recognize excellence in sustainability, economic development and workplace issues

ATLANTA – 5 August 2008 — Today, CoreNet Global, the world's leading professional association for corporate real estate (CRE) and workplace executives, announced the selection of ten finalists for the esteemed H. Bruce Russell Innovator's Awards. Each year these awards recognize excellence in sustainable leadership, economic development leadership and corporate real estate workplace issues.

The ten finalists, chosen from a field of more than 70 nominations, will present their innovations before a panel of senior corporate real estate professionals and leading academics at Harvard University, 6-7 August 2008. CoreNet Global will announce the winners at the CoreNet Global Summit in Orlando, 9-11 November 2008.

For the past eight years, CoreNet Global has recognized innovations from those companies and organizations that have discovered, experimented, developed, instituted and adopted new products, processes and organizational strategy that turned into commercial success.

"Now in our ninth year of honoring corporate real estate's top innovators, we continue to see entries that deliver an unprecedented array of new thinking and implementation," said Dr. Prentice Knight, CEO, CoreNet Global. "This year's finalists represent a cross section of the finest in sustainable building, economic development and workplace strategy."

The CoreNet Global 2008 Innovator's Award finalists, listed in alphabetical order, are:

Cushman & Wakefield

Discovery Communications Platinum LEED Certification

Obtaining a Platinum LEED Certification for Discovery Communications headquarters in Silver Spring, MD was a major organizational objective of Discovery, whose policy is to lead by example in adopting sustainability practices. Cushman & Wakefield delivered this goal for its client.

Ford Land

Fairlane Green

Fairlane Green serves a community need while being economically viable and environmentally responsible. The project converted a brownfield site into a productive new development that is 60% less dense than traditional retail centers and has earned LEED Gold certification. Fairlane Green also demonstrates innovative geotechnical engineering solutions to ensure the integrity of the landfill while accommodating the new construction.

Gensler / Hewlett-Packard

HP Workplace Transformation Global Design Guidelines

Hewlett-Packard's new guideline articulates a forward thinking, global workplace proposition with a positive triple bottom line effect. Complexities this guideline tackles include changing attitudes towards work and work styles; tactics for the vast global variation in building types, project scale and fit out approaches; incorporation of the historically disparate elements of sustainability, brand, technology, mobility and services into a truly holistic workplace system.

Herman Miller, Inc. / Hewlett-Packard

Space Utilization Service – Reliable Measurement of Workspace Utilization

The Space Utilization Service involves three areas of innovation: connection of workplace use data to transformational thinking about workplace strategy; harnessing of wireless technology to capture workplace utilization data; and the unique and creative partnership between HP and Herman Miller. The Space Utilization Service provides reliable data to analyze worker type and space usage patterns towards discovery of more efficient occupancy alternatives.

Jones Lang LaSalle / Motorola

Motorola iWork Program Supported by Jones Lang LaSalle iPlan Tool

Motorola CRE, IT and HR collaborated on iWork, a program to position its workplace as a benefit in terms of CRE dollar savings, flexibility and space utilization; employee productivity, satisfaction and talent retention; and image enhancing by virtue of "living" its leading-edge products. iWork is enabled by Jones Lang LaSalle's innovative iPlan software tool that turns occupancy data into RE solutions by generating automated work profiles for individuals and business units.

San Antonio Economic Development Foundation / City of Windcrest

Partners in Innovation – Rackspace Project

Rackspace, a global web hosting company, needed to expand its facility after growing from a few hundred employees to 1,800 locally. In 2007, the City of Windcrest identified a vacant, 1.2 million square-foot shopping mall that, if redesigned appropriately, could house more than 6,000 employees. Redevelopment of the shopping mall into an IT headquarters, however, required very unique utility and design needs. The City of Windcrest, in partnership with the San Antonio Economic Development Foundation (EDF), worked diligently to secure additional partners, and present a unique real estate solution.

Shell Oil Company

Holistic Solution Balancing Global and Local Business Workplace Needs

ShellWORKS leverages workplace research and best practices in sustainable development, business alignment, technology integration, mobility and collaboration. ShellWORKS is holistic, encompassing site selection, workplace design and operation. ShellWORKS contributes key success factors to the business: fostering enterprise first behaviors, enhancing employee value proposition, financial performance and acting as a culture change catalyst.

University of Arizona

Global Advantage – An International Business Development Network

Global Advantage is an international network of regions working collaboratively to develop knowledge-based global economies. The network consists of links between industry, universities, research parks and institutions, capital networks and economic development organizations. The program objective is to promote internationalization leading to economic growth in high tech sectors.

VFA, Inc.

Transforming Corporate Real Estate Operation into a Core Strategic Function

To manage their real properties around the globe, Deutsche Bank created a centralized real estate function (CRES). The CRES systems' overall objectives included initiating strategic, globally-consistent corporate real estate planning, creating data-supported assessment and investment strategies, providing cost transparency for informed decision making, providing accurate reporting to better manage risk and enabling a coordinated approach for strategic planning and facilities services.

Workstage, LLC

Real Estate Modeling: Impact of Real Estate Decisions on Business Results

With the fast paced nature of today's business climate and antiquated ways to analyze the data, Workstage sought out a better way to gauge the impact of those decisions. The solution was to develop an interactive, web-based tool that pulls from years of benchmark data Workstage and its partners have collected as well as current facts from the US Dept. of Energy, US Dept. of Labor and the RS Means Index. Workstage RE (patent-pending) allows corporations to define their business drivers and then analyze the impact of their real estate decisions over multiple scenarios.

UGL Equis, Gensler and the Metro Atlanta Chamber of Commerce will sponsor the Innovator's Awards.

CoreNet Global members manage \$1.2 trillion (US) in worldwide corporate assets totaling 700-billion square feet of owned and leased office, industrial and other space. With 7,000 members representing large corporations around the world, CoreNet Global (www.corenetglobal.org) operates in five global regions: Asia, Australia, Europe, Latin America and North America, including Canada.

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