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Heroics and The Fitness Outlet Now in South Lake Union
*Comprehensive Fitness training center and fitness equipment retailer open
for business*

SEATTLE — March 18, 2013 — Vulcan Real Estate welcomes two new fitness-related companies to Seattle’s South Lake Union neighborhood -- Heroics, which will open later this summer, and The Fitness Outlet, which opened in January. Together these two businesses offer products and services designed to foster healthy lifestyles.

Heroics offers personal training and life coaching using a holistic approach, connecting mind, body and spirit. Their philosophy is based on a movement-based program that also incorporates mental focus, bringing a different perspective to the meaning of fitness.

“South Lake Union is a rapidly growing neighborhood with one of the most progressive attitudes toward health and fitness in the country, and we are excited to be a part of this community,” said Titus Kahoutek founder of Heroics. “We look forward to providing a holistic approach to a healthy lifestyle.”

Heroics has been operating in Bellevue since February 2008 and will be relocating to South Lake Union this summer. Located on the plaza level at 2200 Westlake across from the Pan Pacific Hotel, Heroics will be open Monday through Friday from 7 a.m. to 8 p.m.

In business since 1993, **The Fitness Outlet** is a specialty fitness equipment dealer that sells treadmills, elliptical trainers, Pilates equipment, and weight machines among other athletic apparatus. The Fitness Outlet is located at 251 Yale Avenue North in the Alley24 building, across from REI. The new South Lake Union Fitness Outlet is the company’s seventh location, with two locations in California and four other locations in Washington, including Bellevue and Tacoma.

“We are excited to expand our business into Seattle, and specifically to the South Lake Union neighborhood,” said Avi Freedman, co-founder of The Fitness Outlet. “With the variety of fitness options and gyms in the area, we hope our offerings will create greater access for meeting the needs of customers.”

The Fitness Outlet is approximately 3,000 square feet and operates Monday through Friday from 10 a.m. to 7 p.m., Saturday from 11 a.m. to 6 p.m. and on Sunday from 12 p.m. to 5 p.m. For more information about The Fitness Outlet visit www.thefitnessoutlet.com.

About Vulcan Real Estate

Seattle-based Vulcan Real Estate directs all real estate investment activities for Vulcan Inc., a Paul G. Allen company. Through strategic acquisitions and innovative development, Vulcan Real Estate has created a diversified portfolio of high-performing quality assets including office, biotech, residential and mixed-use projects. The company's integrated team of real estate professionals offers a full range of development and portfolio management services from site selection and urban planning to build-to-suit construction, leasing and asset repositioning. Its real estate model is based on quality, sustainable development that builds new value across the entire community. The company currently manages \$1.4 billion in real estate assets. For more information, visit www.vulcanrealestate.com.

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