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## **Alley24 Welcomes Three New Retailers in South Lake Union**

*Famed local coffee roaster Espresso Vivace now open for business*

*Modern children's furnishing store tottini and pet boutique Urban Beast to provide additional amenities at Alley24 for growing neighborhood*

**SEATTLE – April 10, 2006** – Vulcan Inc. today announced the addition of three new retailers at its Alley24 development in South Lake Union's burgeoning Cascade neighborhood. Alley24 represents the first location for local retailers tottini and Urban Beast, who will lease a total of 3,200 square feet of retail space and open for business early this summer. Espresso Vivace has also opened its third store at the project and will hold a special grand opening event on April 18 to celebrate this milestone.

"We're delighted to welcome these diverse new businesses to South Lake Union that will provide wonderful, sought-after amenities to the growing number of residents and workers moving to the neighborhood," said Ada M. Healey, vice president of real estate at Vulcan. "New shops and restaurants such as Espresso Vivace, tottini and Urban Beast will contribute even more vibrant energy in the area as part of an increasingly 24-7 urban environment."

Located at 223 Yale Avenue N. across the street from the flagship REI store, Alley24 is a mixed-use, four-building development totaling 362,500 square feet that includes 185,000 square feet of office space, 172 apartments and 28,000 square feet of street-level retail. Nearly 1,000 employees from NBBJ, Skanska and WPP have now moved into Alley24's commercial portion, and the first residential apartments are expected to open in June 2006. Vulcan and PEMCO are joint venture partners for the project and Vulcan is managing the development.

Tottini, Urban Beast and Espresso Vivace are the latest tenants in a string of new retailers that have signed on in South Lake Union, which is currently undergoing a major revitalization that is expected to bring thousands of new workers and residents into the area in the next few years. Recent retailers that have joined the neighborhood include several locally owned businesses—such as Slo Joe's BBQ, Blue Moon Burgers and Fierebend—and larger national stores such as Whole Foods Market.

"It's not surprising that more and more boutique and large-scale retailers are targeting South Lake Union as a hotspot for either establishing a new business or expanding their existing operations into exciting new territory," said Jennifer Seversen at Real Retail, an urban retail property development and leasing firm. "The neighborhood is on the cusp of explosive growth as thousands of new residents and employees want to become part of the new "It" urban address in Seattle."

Vulcan has leased approximately 1,800 square feet to tottini, a modern children's furnishings, furniture and apparel store that will open for business at Alley24 later this summer. Tottini will offer a variety of

products including infant and children's bedroom and play furniture, bedding, toys, apparel, and organic bath products, among other items. The store will be open from 10 a.m. – 6 p.m. from Monday to Saturday and 11 a.m. – 5 p.m. on Sundays. Tottini is owned and operated by two Seattle moms, Melissa Maffei and Melissa Van Flandern. For more information, please visit [www.tottini.com](http://www.tottini.com).

Urban Beast has also leased 1,400 square feet at Alley24 and will provide a wide range of pet accessories and high-quality, healthy pet food when the store opens in June. Characterized by a modern, high-tech interior space, the new store will feature unique products and services geared primarily towards cats and dogs of all sizes. The store will also host special community events and serve as a resource for services and information to enhance pet ownership. The store will be open from 10 a.m. – 7 p.m. from Monday to Saturday and 11 a.m. – 6 p.m. on Sundays. For more information, please visit [www.urbanbeast-seattle.com](http://www.urbanbeast-seattle.com).

In addition to Urban Beast and tottini, Espresso Vivace has now opened its new 2,000-square-foot coffee store providing local residents and employees with Northern Italian-inspired coffee featuring two distinctive espresso blends. Co-owned by spouses David Schomer and Geneva Sullivan for over 18 years, Espresso Vivace currently operates additional store locations in Capitol Hill. The Alley24 espresso bar is open daily from 6:30 a.m. to 11:00 p.m.

Espresso Vivace's charter is to research, develop and promote coffee espresso as a culinary art. The new store incorporates unique artwork inspired by the beauty of coffee into its overall design, including mosaic floor tiles featuring artfully designed coffee patterns as well as a mural under the bar illustrating the history of espresso using espresso coffee pigment by artist Karen Eland. A new mural by Italian artist Kurt Wenner will also be unveiled at Espresso Vivace's grand opening celebration on April 18 at 5 p.m. The store also offers free wireless service as well as a glassed-in meeting room that can be reserved free of charge for customers.

Based on over 15 years of hands-on research into all aspects of espresso preparation methods, Schomer's expertise has also gained widespread recognition by industry peers and the local coffee community. Schomer has authored a book and created two video courses on espresso preparation that are distributed worldwide to baristas, coffee roasters and espresso bar owners. More information on Espresso Vivace is available at [www.espressovivace.com](http://www.espressovivace.com).

Vulcan Inc., which owns approximately 60 acres in Seattle's South Lake Union neighborhood, currently has nearly 1.2 million square feet under construction and another 3 million square feet in the development pipeline. The South Lake Union redevelopment project is one of the largest development efforts in the U.S. and will consist of more than 10 million square feet when completed. Vulcan's vision for the area is to partner with the community to encourage a vibrant, diverse neighborhood that blends housing, retail, office, life sciences research, open space and public transportation.

### **About Vulcan Real Estate**

Vulcan Real Estate directs all real estate strategies for Vulcan Inc., a Paul G. Allen company. Through strategic acquisitions and innovative development, Vulcan Real Estate creates a diversified portfolio of high-performing, quality assets. The company's experienced, talented team of real estate professionals offers a full range of development services from site selection to build-to-suit construction. Its real estate model is based on quality, sustainable development that builds new value across the entire community. For more information, visit [www.vulcanrealestate.com](http://www.vulcanrealestate.com).

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