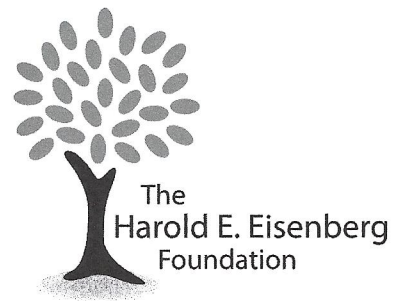


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ROOSEVELT UNIVERSITY STUDENTS TAKE TOP HONOR AT HAROLD E. EISENBERG FOUNDATION REAL ESTATE CHALLENGE

Seventh Annual Event Inspired Students with Real Knowledge of the Working World of Real Estate, While Redeveloping Pershing Crossing in Chicago's Central Manufacturing District

Chicago, IL - On Saturday, April 8 at the Standard Club, student groups from six universities competed at the seventh annual Harold E. Eisenberg Foundation Real Estate Challenge for top honors and \$5,000 in scholarships towards their university real estate program. Roosevelt University Real Estate students were awarded first place for their *The Innova District* proposal, while University of Illinois at Urbana-Champaign took honorable mention. The Harold E. Eisenberg Foundation (HEEF) worked in partnership with the City of Chicago and Imperial Realty to task students with devising in-depth proposals to revitalize a 3.3 million square foot project at Pershing Crossing in Chicago's Central Manufacturing District. Once home to more than 250 large manufacturing companies, in addition to the US Army, this bustling district declined with the development of Interstate highway suburban industrial parks. Student teams were challenged to create realistic proposals aimed at transforming the case site and helping revitalize the surrounding community.

The winning team's proposal, *The Innova District*, is a multi-industry concept aimed at driving business growth and cross industry collaboration. Roosevelt University students presented a thoughtful and well-planned development, which hinged on service or industry "clusters" designed to address the needs of targeted industries focused on modern production. *The Innova District* is designed to attract artists, tradesmen, software developers, brewers, automation engineers or urban farmers who will work in close proximity. The innate design of this project promotes the cross-fertilization of ideas and technology in a manner that also accommodates a transition from informal 'co-working' spaces to formal tenant build-outs, fostering dynamic business and community growth.

Through this valuable exercise, the student teams acted as individual development companies to design and present concepts in response to a Request for Proposal from the City of Chicago and Imperial Realty Company that would redevelop a dynamic project at Pershing Crossing in Chicago's Central Manufacturing District. A panel of distinguished judges, including: Benet Haller, Principal Advisor of Urban Design & Planning at City of Chicago; Paul Fishbein, Partner at Merit Partners, LLC; David Neilson, Market President of Old Second Bank; and Al Klairmont, President of Imperial Realty, awarded Roosevelt University with the best overall plan.

"The Harold E. Eisenberg Foundation Real Estate Challenge is part of our commitment to enriching real estate students through unique educational opportunities that give them a real-world understanding of this dynamic industry," says Al Klairmont, Harold E. Eisenberg Foundation Board Member and President of Imperial Realty Company. "The amount of thought and detailed planning

that went into these presentations - from financing to development - was extremely impressive, and invaluable to the future careers of the student participants.”

The initiative was designed to provide students with a hands-on opportunity to apply what they are learning in their university courses to the real working world of real estate. Through the challenge, students had the opportunity to work alongside qualified mentors and industry leaders as they were tasked with actual projects on the forefront of Chicago real estate.

About The Harold E. Eisenberg Foundation

The Harold E. Eisenberg Foundation is dedicated to raising funds that support gastrointestinal cancer research, offering scholarship opportunities for college students, and mentoring young people by providing unique opportunities in the professional world of real estate. For more information, please visit www.eisenbergfoundation.org.

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