

**Forum Group Develops High-Profile "Green" Landmark:
Class A+ Building Set for Miami's Brickell Avenue**

MIAMI -- Forum Group has begun development on Brickell Financial Centre, the two-tower office and hotel landmark structure of 1.5 million square feet. As the first LEED-precertified building in the state of Florida, Brickell Financial Centre and its monumental public plaza will occupy a full block between Sixth and Seventh Streets on the west side of Miami's Brickell Avenue.

When complete, the RTKL-designed complex has the potential of shifting the center of downtown Miami's business district back toward the banks of the Miami River, where Mary Brickell, Henry Flagler and Julia Tuttle established commerce in the late 19th century. Brickell Financial Centre sits at 680 Brickell Avenue, the midpoint between West Flagler Street and SW Eighth Street, the northern and southern boundaries of Downtown Miami's business core.

The area's first major office project since 2000, and its first LEED-precertified high rise, Brickell Financial Centre will be built in two phases. Sited to define the space of the public plaza, the \$245 million first phase will consist of 600,000 square feet in a 40-story tower - the first floor for lobby and retail space and the second 11 for parking, topped by 28 floors of class-A office space. The second tower, rising 68 stories, will include retail and office space, and a 300-room hotel that will occupy the highest floors.

The 30,000-square-foot plaza (spanning three quarters of an acre) fronts Brickell Avenue, where its open-air volume will be amplified by a public park and historic church property on the Biscayne-Bay-front side of the avenue. Divided into a hardscape and a park with a 300-foot-long curving water flow, Brickell Financial Centre's plaza is designed to serve as a people-friendly oasis and coveted venue for public events.

The proportions of Brickell Financial Centre's open space and buildings are comparable to those of New York City's Rockefeller Center, made famous by its landmark plaza. Ground floor retail and restaurants on two sides of the new Miami plaza will encourage public usage, much as Rockefeller Center's does, according to Rod Henderer of RTKL's Washington, D.C. office and the project's lead architect. "Brickell Financial Centre will bring significant value to the City of Miami with its vital urban space that will be a magnet for people," Henderer said.

The core and shell of Brickell Financial Centre's first phase are LEED precertified at the silver level, meaning the site development, design, resources and materials incorporate systems for sustainability and energy- and water-efficiency that comply with criteria developed by the U.S. Green Building Council (USGBC). Brenda V. Morawa, a registered mechanical engineer and sustainability professional, worked as technical advisor with RTKL and Forum to meet the LEED precertification requirements.

Loretta H. Cockrum is Chairman and CEO of Miami-based Forum Group, a company deeply committed to green building practices, which also include the development of one of the first green luxury apartment projects in the US, "The Bartram" in Gainesville, Florida. "We expect the buildings to attract the kinds of tenants who share our green building values."

Tenants of "green" buildings benefit from lower operating costs, a result of energy efficiency, and improved employee wellbeing, a function of abundant natural light and healthy interior air quality. Brickell Financial Centre's architects and engineers have designed the windows in the prism-like glass curtain-wall structure to withstand heavy wind loads, while diesel generators will ensure continued operation in weather-caused power outages.

Foram Group has selected CB Richard Ellis (CBRE) to handle third party leasing and property management for Brickell Financial Centre. CBRE plans to move its South Florida Regional Headquarters and Miami Headquarters into the building's first phase, scheduled for completion in Fall 2009.

Foram Group, which began assembling the site more than 15 years ago, developed the master plan for Brickell Financial Centre in the context of the larger Brickell area. For instance, a Metrorail stop at the Seventh Street corner of the property makes public transportation a viable option for those who will work in the complex. The proliferation of residential high rises and boutique service- and leisure-oriented businesses in the neighborhood makes it ideal for the "city within a city" that Brickell Financial Centre represents.

Cockrum credits business colleague Steve Owens of Swire Properties for providing guidance on the project's design. "Swire has been instrumental as an advisor and counselor on the project," she said. "Their experience with the City's processes for planning and entitlement was extremely valuable, and Steve (Owens) has contributed significantly to the design vision for Brickell Financial Centre."

RTKL Washington, D.C. worked on the design of the Mandarin Oriental Hotel, which Swire built on nearby Brickell Key.

Foram Group has significant experience acquiring and managing properties for high net worth families and individuals, primarily overseas. Originally founded by Chairman and CEO Loretta Cockrum in 1978 in Atlanta, Georgia, the company began by providing hands-on asset management services for large rural farm and timber properties owned by families living outside the US. Though Foram continues to manage these types of properties in South Carolina and Georgia, the organization has expanded to include Foram Development, LLC, overseeing the vertical development of various properties within their management portfolio. Cockrum leads Foram Group's portfolio management, master planning and manages all timber, farm and ranch properties.

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***Explanation of LEED terms:**

LEED (Leadership in Energy and Environmental Design) was developed by the U.S. Green Building Council to give the building industry consistent, credible standards for what constitutes a green building. Credits are awarded based on five categories of performance: sustainable sites, energy and atmosphere, water efficiency, indoor environmental quality, materials and resources.

Precertification is formal recognition by the USGBC given to a candidate project for which the owner/developer has established a goal to develop a LEED for Core and Shell building. LEED designations are, in descending order, platinum, gold, silver and certification. LEED for Core and Shell works to set up a synergistic relationship which allows future tenants to capitalize on green strategies implemented by the developer. These key building areas, interior space layout, building finishes, lighting, mechanical distribution, and plumbing fixtures, etc, are often outside the direct control of the developer.

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