



Contact: Gary Saykaly/Tiffany Britt
BridgePointe Advisors
404.446.4910/404.446.4903

Merger Creates Customized Investment & Capital Solutions for the Commercial Real Estate Industry

ATLANTA, October 3, 2006 – Two Atlanta-based companies, NewBridge Retail Advisors and CREFunding, have merged to form BridgePointe Advisors. NewBridge Retail Advisors, formed in 2002 by former CB Richard Ellis retail investment brokers Gary Saykaly and Van Barron, found success selling and arranging joint ventures for shopping centers throughout the Southeast and nationwide. CREFunding was created by former commercial loan officers Richard Levine and Mark Rowell to assist commercial developers in obtaining and structuring high leverage non-recourse debt and equity financing. Independently, each company has been successful – NewBridge has executed over \$2 billion worth of investment and joint venture transactions; CREFunding has capitalized over \$1.5 billion of projects. BridgePointe Advisors, led by managing partners Saykaly, Barron, Rowell and Levine, became operational October 2, 2006.

“NewBridge and CREFunding worked together on various deals over the past five years,” says Levine. “We found our respective styles complementary in that both companies are focused on delivering the best solution to the client as opposed to just selling a specific service or securing assignments on a volume basis.”

The BridgePointe team is comprised of 14 professionals, many of whom hold MBAs and/or have 15-20+ years of experience. Supporting the efforts of the Company’s Managing Partners and Directors are seven professionals that are focused on key aspects of execution – financial underwriting, due diligence, transaction management, marketing and research.

“Our vision statement and the driver behind everything we do is to be ‘an organization dedicated to the creation of wealth in our clients’ real estate portfolios through trusted and innovative capital and investment solutions.’ From retail assets to mixed-use projects, our approach is to first act in an advisory role, helping our clients explore the pros and cons of various capital & investment strategies on a

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before- and after-tax basis and then providing leading edge execution for the optimal solution - from dispositions and joint ventures to high-leverage financing, equity placement and capital 'stack' engineering" Saykaly explains.

"Our experience in both Class A and Class B/C assets (transitional and performing), allows our team to help clients with all their projects, not just the trophy assets," states Barron. "In addition, we have deep access to both transparent and less transparent (emerging, cross-over) investors and capital sources nationally and globally that are interested in opportunities all along the risk curve. The NewBridge team has been successful in representing clients on large and complex projects where seller/buyer or borrower/lender misalignment required creativity and a structured transaction."

Rowell explains, "While we will continue to offer one-off solutions for the market, our real passion is to help our clients grow their business to the next level and help them maximize the value of their projects throughout the life cycle of that asset – i.e. development, acquisition, stabilization, redevelopment, and disposition. The true value-add for our clients is that we will be doing this for not only our clients' existing investment opportunities, but those proactively sourced by our organization."

The fastest growing area of BridgePointe's business is expected to be mixed-use projects. While retail assets have been a major focus, the entities forming BridgePointe also have expertise in other property types - multi-family, office, industrial, condominium and land. A broad client base and market insight allows BridgePointe to bring together the optimal development and capital team for the various property types within the mixed-use project and provide a very liquid exit strategy.

"The BridgePointe team feels strongly that owners and developers should fully understand their short- and long-term objectives and the dynamics of the current capital markets before executing any investment or capital strategy," Saykaly concludes. "The before- and after-tax implications of an incorrect strategy can dramatically impact the amount of wealth created for the company and/or project. BridgePointe Advisors is committed to ensuring that our clients have the right strategy, the right product, and the right execution team. We are passionate about our clients' success."

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