

Opening Remarks Ground Breaking Ceremony, AmeriPlex at Elm Hill

November 12th

Hello I am Tom Gibson, Sr. Vice President for Holladay Properties and I would like to take this opportunity to welcome all of you here today to celebrate the completion of the first phase of Ameriplex at Elm Hill. I would especially like to welcome:

1. Mayor Dean
2. Councilman Phil Claiborne of District 15
3. Commissioner Susan Whitaker with the Tennessee Department of Tourism
4. Carlyle Carroll from the Chamber of Commerce and

I would like to begin by giving you some of the background on the origin of this project. In 2006 I was a 20 year +, real estate professional who felt like a stale piece of bread. I had come to a place in my career where I felt like I needed a new challenge. I proceeded to embark on a graduate program at Harvard University's School of Design for seasoned real estate professionals. I believe seasoned is another word for "old". I spent the next 18 months traveling back and forth to Cambridge for course work in that program. I had a good friend ask me how I got into the program, and I explained to him that I was so old that my transcript at Indiana, was handwritten, and they'd lost it. All joking aside, those 18 months were an opportunity for me to listen to the best and brightest minds in this industry. The program covered sustainability, market cycle forecasting, ethics, social responsibility, design, leadership, strategy and a myriad of other topics. This project was my opportunity to apply many of these principles.

Perhaps some of you are thinking that, at first glance, this building looks like what any other quality, brand new, Class A, office/warehouse facility is supposed to look like. In many respects, that is one of the aspects of this project in which we take great pride, because this facility is very much unlike any other development I or Holladay Properties have been involved in, and one the likes of which Nashville and Middle Tennessee has ever seen.

AmeriPlex at Elm Hill is Middle Tennessee's first LEED industrial office/warehouse facility. Recently we have seen several other types of LEED buildings rise in Nashville – commercial buildings, residential homes, and even a LEED neighborhood. These projects are all very important to the way Nashville continues to develop as a sustainable community, and I'm proud to say that Holladay is playing a leading role in that growth in an industrial capacity with AmeriPlex at Elm Hill.

Both the way AmeriPlex was constructed and the end product include several environmentally friendly features resulting in a facility that is healthier for the city and the immediate neighborhood, as well as one that will function far more efficiently than any other local industrial office/warehouse building.

During the construction process, we were very careful to do things like recycle construction debris and use local contractors and vendors to reduce transportation costs. The exterior concrete walls were actually poured here on site, rather than having them shipped. These are things that are not evident as we sit here today, but are important aspects of sustainable development

The end user at Ameriplex will also benefit from several sustainable features not found in any other industrial warehouse facility in Nashville. For example, at Ameriplex you will find solar lighting on the roadway to the project, programmed dimmable high efficiency exterior lights, sustainable landscaping that will include wildflower fields on all of our slopes and minimize regular maintenance, a water retention system that allows us to capture water off the roof and use it for irrigation in lieu of purchasing water from the city, added insulation in the building, motion sensor controls on our high-intensity interior lighting, permeable concrete paving that allows water to go directly into the ground water and reduces site water detention requirements, and day lighting wall panels in the warehouse that reduce the need for artificial interior lighting.

Now, some of you might be thinking, “this all sounds great, but it also sounds expensive.” That is, to me, what is most exciting about this project. A LEED designed building is about more than “green” initiatives. Yes, all of these “green” features add up to a sustainable facility, but they also offer Holladay and our tenants real occupancy cost savings. Energy costs are cut in half. Water costs are dramatically reduced. Because of our central location – minutes from downtown, the airport and virtually every major thoroughfare - transportation costs are reduced. All of this adds up to thousands of dollars of cost savings every year. While it is great to have a “green” building, we were also very diligent to insure our features provide a return on investment.

Sustainable development is responsible development, and that’s an attribute we embrace here at Holladay Properties. We firmly believe that committing to responsible development results in products that are good for the environment, good

for our neighborhoods and city, and make sound economic sense. In the end, this mix attracts top-tier tenants to our facilities, and even to our city.

Most of you are probably aware of Nashville's newest corporate relocation success story. It was recently announced that California-based Lennox Hearth Products has chosen Nashville as its new corporate home, bringing over 50 jobs to our community. This is yet another testament to how attractive Nashville is to corporations searching for a new home, and another job well done by the Nashville Area Chamber of Commerce. So you know, Lennox engineers and manufactures hearth and fireplace systems. After committing to Nashville, Lennox began looking for a new headquarters that reflected its corporate principles and high quality of products. I am thrilled to tell you Lennox chose Ameriplex at Elm Hill as its new Nashville home.

Lennox's choice speaks volumes about the quality of this project and the relevance of the features we have incorporated into Ameriplex. It is a perfect example of the way committing to responsible development pays off, not only for Holladay Properties, but also for the community at large. Unfortunately, Chuck Kimmet and Wendy Howells with Lennox could not be here today, but I'm sure you will join me in welcoming them when they arrive in Nashville after the beginning of next year.

I would be remiss if I did not recognize, Allen Arender. Allen interned for Holladay in our South Bend office while he was working on his MBA at Notre Dame. He joined the Nashville office immediately after I put the land for Ameriplex under contract to focus on growing Holladay's Nashville development operation, and

Allen has been responsible for executing our project strategy. We would not be here without his hard work and dedication.

Other key members of our team include Ronny Wenzler with Colliers, who is our partner and leasing agent, our shell architect Norm Harbison, our interiors architect Glen Oxford, our general contractor TRC, our engineers Kevin Gangware of Civil Site and Jud Adams with Power Management. No project gets completed in today economic environment without the help of a financial partner. I would like to thank Mike Hendren with Pinnacle Bank who provided construction financing and Jon Weinberg with Ameritas our joint venture partner and permanent lender. Every member of this team played an integral role in making this project a success and I thank you all.

I'd also like to thank our neighbors, some of whom are here today. Although Holladay just recently moved into this building, we have been a part of this neighborhood for some time now, and it has been a pleasure getting to know those who are also responsible for improving this area, such as Gibson Guitar, Standard Candy Company and Wright Industries. [OTHERS?] This area has become increasingly attractive for businesses looking to relocate, Lennox being a great example. We have a wonderful business community here on Elm Hill Pike, and we appreciate our neighbors.

Another person we appreciate and have enjoyed getting to know as we moved forward with plans for Ameriplex is the Councilman for our district, Councilman Phil Claiborne. Councilman Claiborne has been very kind and available to us, and it's clear that he is committed to his constituents and his role as the

representative for District 15. We're lucky to have him here today, and wto Councilman Phil Claiborne of District 15.

CLOSING REMARKS

- Thank you Mayor Dean. Thank you, not only for taking the tome out of your busy day to be here with us today, but also for your leadership and commitment to Nashville.
- Thanks to all of you for coming to celebrate with us today.
- Please feel free to tour the facility. We are available to answer any questions you have and to show you around.
- Also, before leaving today, please be sure to take a gift bag with you.
- Thanks again for coming, and have a great rest of your day.