

FOR IMMEDIATE RELEASE

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THE MAGNIFICENT MILE RECOGNIZES JOHN HANCOCK OBSERVATORY'S IMPRINT
*The John Hancock Center and Observatory Are Awarded
2010 Business Impact of the Year Award*

CHICAGO, IL – Together with its management company, Golub & Company, John Hancock Observatory and John Hancock Center are pleased to announce their selection for the Business Impact of the Year Award. Presented annually by The Greater North Michigan Avenue Association (GNMAA), the organization charged with the task of marketing The Magnificent Mile® as a world class shopping and travel destination, the Business Impact Award is given to a business that demonstrates innovative business ideas and, through GNMAA, serves as a responsible corporate citizen.

"This honor is a direct testament to the tireless efforts of the John Hancock Observatory and Center teams to market our iconic structure as an anchor to the magnificent shopping, cultural, historical, and entertainment experiences that await visitors every day," said Daniel Thomas, general manager, John Hancock Observatory. "Together with Golub & Company leadership, we've renewed and recreated experiences all along The Magnificent Mile, from the Summer Concert Series on our Plaza to the endless commitments we make to the Magnificent Mile Lights Festival throughout the year, and everything in between."

Towering high above Michigan Avenue, John Hancock Center continues to advance its award-winning and continued dedication to a better community in which they operate and beyond through efforts all year long with the Respiratory Health Association of Metropolitan Chicago, the American Red Cross's relief efforts in Haiti, Breast Cancer Network of Strength, and more. Surrounded by some of the most popular restaurants and shops in Chicago, the Observatory alone attracts hundreds of thousands of visitors a year to one of the Great Avenues of the World, featuring America's fastest elevators up to uninhibited breathtaking 360-degree views, world-class service at the continent's highest concierge desk and Lavazza Espresso café, Chicago's only open-air SkyWalk, and so much more.

About John Hancock Observatory

Located inside the iconic John Hancock Center, John Hancock Observatory is open every day from 9 a.m. to 11 p.m. and, at 875 North Michigan Avenue, stands in the heart of the Magnificent Mile next to hundreds of shops, restaurants, attractions and entertainment venues. Highlights include spectacular 360° views spanning 80 miles and four states and the city's only open-air Sky Walk, all accessed by the fastest elevators in the country. John Hancock Center and John Hancock Observatory are owned and operated by affiliates of Golub & Company. More information at www.hancockobservatory.com.

Learn the latest from Chicago's skies by becoming a fan of John Hancock Observatory on Facebook and following its updates on Twitter, [@aThousandFeetUp](https://twitter.com/aThousandFeetUp).

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About Golub & Company

Chicago-based Golub & Company and its affiliates are active internationally in real estate development, acquisitions, asset and property management, leasing and corporate real estate services. Since its founding 50 years ago, the company has owned, leased or managed more than 45 million square feet of commercial and multifamily real estate properties valued in excess of \$7 billion. In addition to John Hancock Center and Observatory, Golub & Company's other Chicago-area investments include Streeter Place, 22 West Washington (Block 37), 680 North Lake Shore Drive, 625 North Michigan, 33 North LaSalle, 225 West Washington and 541 North Fairbanks. More information is at www.golubandcompany.com.

About the Greater North Michigan Avenue Association

The Greater North Michigan Avenue Association is a private, non-profit membership organization with a mission of preserving, promoting, and enhancing one of Chicago's most unique neighborhoods. Its 700 members include real estate, retail shops, hotels, entertainment and cultural venues, and institutional and residential properties. Visit www.themagnificentmile.com for more information.

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