

FOR IMMEDIATE RELEASE

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NEW JOHN HANCOCK OBSERVATORY MAKES ITS DEBUT ***Large Scale Refurbishment Reveals Refreshed Observatory Experience***

CHICAGO –March 12, 2009 – John Hancock Observatory, one of Chicago’s most popular attractions, is thrilled to announce an updated and enhanced guest experience, complete with a series of new offerings. Guests will find a new ticketing system and revamped lobby area, a new multimedia Sky Tour for adults *and* kids, a staffed concierge desk, and the world’s highest Espression by Lavazza café.

“Not only does John Hancock Observatory have the best 360 degree views of Chicago, but now it has the best experience to take in those views,” said Daniel Thomas, general manager, John Hancock Observatory. “With new innovations and engaging experiences from the ground up, visitors to the Observatory will enjoy the best Chicago has to offer before heading out to explore it on foot.”

A Fresh Start

Starting with a freshly renovated lobby and welcome area, guests can pick up a free multimedia Sky Tour narrated by Lookingglass Theatre Company co-founder, David Schwimmer. The tour offers an insider’s perspective of the city’s sights and is now available in English, French, German, Japanese, Mandarin and Spanish. There is even a version just for kids!

On the Fast Lane to Fun

The new ticketing desk features a Fast Pass lane for Fast Pass holders, City Pass, Go Chicago Card customers and groups. The ticket purchasing process has been enhanced and guests now have the option to utilize interactive kiosks installed on the concourse level of John Hancock Center for credit card sales (first introduced May 30, 2008).

The Highest Espression in the World

Featuring world-class Italian espresso and specialties created by world-renowned celebrity chefs, the second Espression by Lavazza concept café in America – and highest in the world – is now open for business. In this contemporary and inviting space, guests can plan the day’s activities over an espresso or even host a child’s birthday party.

For more information, contact: Zachary Morrison, Edelman
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Your Ticket to Adventure

The Observatory now offers a dedicated concierge desk – 94 stories above the city. Exclusively serving John Hancock Observatory guests and building tenants, the concierge can book theatre and airline tickets, restaurant, hotel, and rental car reservations – even a private jet!

History Avenue and Kids' Zone

Still to come, guests will have even more to keep them busy on the 94th floor. A newly updated History Avenue will take visitors through Chicago's defining moments, and a kids' zone will be added to keep the little ones entertained while their parents enjoy a treat at the cafe. More details will be released in the coming months.

Kicking off the refurbishment projects in 2007, the Observatory launched a new brand campaign and Web site to generate excitement about the revitalizing changes to come. For more information about John Hancock Observatory, including visitor information, directions, admissions, hours and more, visit www.hancockobservatory.com.

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 degree 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.

About Espression by Lavazza

The new café concept Espression — refers to espresso, the signature Lavazza product, and to the company's tag line "Espress Yourself" — was awarded the 2008 Grand Award for Restaurant Design at the A.R.E. Design Awards. The casually-elegant European-style coffee shops serve exceptional coffee beverages as well as a wide range of delicious, freshly prepared breakfast items, sandwiches, salads, pastries and gelato. Many of the breads, cookies and breakfast items are baked on-site daily. The signature Espresso™, the coffee you can eat, was named among Time Magazine's best inventions of 2006. The décor is contemporary-chic and the walls have artwork from the annual Lavazza calendars.

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