

FOR IMMEDIATE RELEASE

August 1, 2008

**JOHN HANCOCK OBSERVATORY UNVEILS NEW LOOK TO LINGER OVER**  
***Large-Scale Refurbishment Will Include New Concierge Desk,***  
***Espression by Lavazza Café and Kids Zone***

**CHICAGO – August 1, 2008** – John Hancock Observatory, one of Chicago’s most visited attractions, will debut a series of new offerings that are sure to enhance every guest’s experience. Beginning in July and with a scheduled completion date of November 2008, the changes include updates to the ticketing system and desk, new multimedia SKY Tour, a concierge desk, enhanced history and children’s areas, and Chicago’s second Espression by Lavazza concept café.

“The Observatory is making changes that are large in scope and implementing them at a rapid pace, all with the end goal of giving our visitors even more to engage them during their trip than the amazing views for which we’re known,” said Daniel Thomas, general manager, John Hancock Observatory. “The Observatory is their key to this great city, and we hope they’ll spend some more time exploring all that we have to offer.”

**A More Welcoming Start**

Launching this month, all guests will be greeted with a new welcome area where they can pick up a free multimedia tour narrated by Chicago celebrity and Lookingglass Theatre Company co-founder, David Schwimmer. The tour – available in English, Spanish, and German – offers an insider’s perspective of the city’s sights.

**A Concierge Connects Them to Adventure**

Beginning September, guests will find a dedicated concierge desk on the 94<sup>th</sup> floor. Exclusively serving John Hancock Observatory customers and building tenants, the concierge can book show and airline tickets, restaurant, hotel, and rental car reservations – even a private jet!

---

For more information, contact: Zachary Morrison, Edelman  
Phone: 312.240.2848 Email: zachary.morrison@edelman.com



### **A Quicker Ticket to Fun**

A new ticketing desk, open in late September, will feature a Fast Pass lane for Fast Pass holders, City Pass, Go Chicago Card customers and groups. The ticket purchasing process has been enhanced and customers now have the option to utilize interactive kiosks installed on the concourse level of John Hancock Center for credit card sales. The Observatory first introduced self-service kiosks on May 30, 2008.

### **Espression by Lavazza - Café on 94<sup>th</sup> Floor**

Featuring world-class Italian espresso and specialties created by celebrity chefs, the second Espression by Lavazza concept café in America – and highest in the world – will open in November 2008. In this contemporary and inviting space, guests can plan the day's activities over a cappuccino or even host a child's birthday party.

### **Explore the History Avenue and Kids Zone**

By November, guests will have even more to keep them busy on the 94<sup>th</sup> floor with a newly updated History Avenue – taking visitors through Chicago's defining moments – and Kids Zone – where kids can keep themselves entertained. More details will be released in the coming months.

Earlier this year, the Observatory launched a new brand campaign and Web site to kick off and 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](http://www.hancockobservatory.com). John Hancock Observatory hours will remain unaffected during these renovations.

### **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.

### **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

---

For more information, contact: Zachary Morrison, Edelman  
Phone: 312.240.2848 Email: [zachary.morrison@edelman.com](mailto:zachary.morrison@edelman.com)



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 Éspesso™, 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.

---

For more information, contact: Zachary Morrison, Edelman  
Phone: 312.240.2848 Email: [zachary.morrison@edelman.com](mailto:zachary.morrison@edelman.com)

