



CHEROKEE

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Cherokee Honored with Raleigh Environmental Stewardship Award
LEED Platinum office space and green homebuilding project exemplify firm's sustainability commitment

Raleigh, N.C. – Cherokee, a private equity firm specializing in brownfield redevelopment, received the Raleigh Environmental Stewardship Award (RESA) for its commitment to and leadership in sustainability and environmental consciousness. The award, given by the City of Raleigh on Earth Day, recognizes two of Cherokee's nationally acclaimed green projects in the area: the National Homebuilder Mainstream GreenHome and Cherokee's corporate headquarters, a 100-year-old furniture warehouse converted into a high-performance office space.

The award program was established recently by the City of Raleigh to honor outstanding work in environmental stewardship and sustainable development. Cherokee received the program's highest honor, the overall RESA, which is determined by an eight-person jury, selected by City Council and comprising members of the City of Raleigh Environmental Advisory Board and the local community.

"We are honored to be the first to receive this award from the City of Raleigh," said Tom Darden, CEO of Cherokee. "Raleigh is renowned for leading research and development, and we are proud to be a part of that innovative culture, especially on the environmental front."

Both of Cherokee's Raleigh-located projects are LEED Platinum-certified, a designation given by the US Green Building Council (USGBC) to high-performance buildings that meet stringent green building standards. LEED Platinum is a high and rare distinction in the industry. The National Homebuilder Mainstream GreenHome is a showcase home built to educate builders, developers and homeowners about building green and show that it does not have to sacrifice style or comfort. The GreenHome incorporates hundreds of sustainable features. The converted office is one of only a few historic properties worldwide known to have been renovated according to rigorous green building guidelines.

"Our city is becoming an important hub for environmental and sustainable innovation, thanks in part to Cherokee's leadership," said Charles Meeker, Mayor of Raleigh. "Cherokee's corporate headquarters and GreenHome reflect our city's commitment to reducing energy use and climate change."

About Cherokee

Cherokee is the leading private equity firm investing capital and expertise in brownfield redevelopment. For more than two decades, Cherokee's executive team has produced strong financial returns while delivering positive environmental and social results. Cherokee has invested in more than 525 properties worldwide. The firm has more than \$2 billion under management and is currently investing its fourth fund.

The company has evolved its leadership role in the reclamation of brownfields by applying expertise, creativity and resolve to the sustainable redevelopment of properties after remediation.

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About the Mainstream GreenHome

The Mainstream GreenHome has received a tremendous amount of recognition as one of the greenest homes in the nation. It is the first LEED Platinum home in the Southeast. The project received one of the best scores ever in ENERGY STAR's Home Efficiency Rating System, is certified as the highest-rated green residence in the history of the state's North Carolina Healthy Built Homes program and won the first-ever Gold Award by the Green Home Builders of the Triangle. The home is the first in the nation known to be built in a typical subdivision under the National Association of Home Builders (NAHB) Model Green Home Building Guidelines.

The idea home shows builders and homeowners that green ideas are compatible with traditional design and mainstream builder and buyer expectations for aesthetics and comfort.

For more information about the home, please visit www.mainstreamgreenhome.com and watch the project video at <http://www.youtube.com/watch?v=A8e4Xj10-KI>