



CHEROKEESM

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CONTACT
Matt Bartoloni
973.286.8297

111 East Hargett Street
Suite 300
Raleigh, NC 27601

919.743.2500 t
919.743.2501 f

cherokeefund.com

Cherokee's Mainstream GreenHome Certified LEED Platinum Home the first in the Southeast to receive designation

Raleigh, N.C. – Cherokee's Mainstream GreenHome, a showcase home that proves that environmentally sustainable design can be contemporary and beautiful, received Platinum certification under the U.S. Green Building Council's (USGBC) Leadership in Energy and Environmental Design for Homes program (LEED for Homes). Please visit www.cherokeefund.com/greenhomeVideo.htm for a video and project description by Tom Darden, Cherokee's CEO.

The certification marks the first LEED for Homes Platinum designation in the Southeast, and the first certification in North Carolina. By incorporating innovative solar energy systems to produce hot water and electricity, a very tight building envelope, and ENERGY STAR appliances and lights, the home uses approximately 70 percent less conventional energy from grid-based sources such as nuclear and coal.

"We are honored to be the first in the state recognized by the USGBC," said Tom Darden, CEO of Cherokee. "With the Mainstream GreenHome, we hope to show builders, developers, architects and homeowners alike that sustainability and green building principles can be integrated into a traditional home while dramatically reducing the environmental impacts associated with home design and construction."

Cherokee already has experience with LEED. The firm has LEED Accredited Professionals on staff, who help integrate sustainability into every project, and the company recently renovated a 100-year-old downtown building to use as its new corporate headquarters. Cherokee's headquarters, also a LEED Platinum project, was the first of its kind in North Carolina and one of a few known historic properties in the world to be renovated to meet Platinum standards. This makes Cherokee one of few organizations in the world to own or occupy multiple LEED Platinum buildings. Additionally, four of Cherokee's brownfield redevelopment projects in the United States and Canada serve as pilots for USGBC's new LEED for Neighborhood Development (LEED-ND) program.

LEED-certified buildings:

- Lower operating costs and increase asset value
- Reduce waste sent to landfills
- Conserve energy and water
- Improve indoor air quality, making them healthier and safer for occupants
- Reduce greenhouse gas emissions
- Qualify for tax rebates, zoning allowances and other incentives in hundreds of cities
- Demonstrate an owner's commitment to environmental stewardship and social responsibility

The Mainstream GreenHome incorporates hundreds of features that achieve the environmental and financial benefits associated with LEED projects. More than 80 percent of construction waste was recycled; 95 percent of interior products emit little or no VOCs; a rainwater catchment system, weather-based drip irrigation system and water-efficient fixtures reduce water use by approximately 60 percent; edible and native landscaping combine functionality and aesthetics while reducing water waste; and many materials were manufactured in North Carolina, reducing energy use associated with transportation.

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

LEED Platinum certification is one of many recent accolades for the Mainstream GreenHome. The home received one of the highest scores 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, geared to show builders and homeowners that green ideas are compatible with traditional design and mainstream builder and buyer expectations for aesthetics and comfort.

Lessons learned from the Mainstream GreenHome will be shared with builders, developers, architects, investors, designers and students nationwide. 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>