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LEWIS & ASSOCIATES

AGENCY TO HANDLE CORPORATE PR & MARKETING FOR THE ROOSEVELT

Los Angeles--Lewis & Associates has been named corporate public relations counsel for Milbank Real Estate and also will handle marketing PR for The Roosevelt, a 222-unit luxury loft condominium building in Los Angeles downtown's financial district.

A nationwide, diversified full-service real estate company, Los Angeles-based Milbank has an \$800 million portfolio of commercial and residential buildings in Los Angeles, Las Vegas, Houston, Phoenix, Oklahoma City and New York.

One of the PR firm's first assignments will be keyed to the October opening of The Roosevelt, a former downtown office building transformed into a \$150 million condominium, said M. Aaron Yashouafar, CEO of Milbank, which has developed and/or repositioned more than 10 million square feet of residential and commercial projects.

One of the most costly adaptive reuse projects in the downtown area. The Roosevelt provides 49 floor plans including 16 penthouses with two, three and four levels. It also has a dazzling rooftop which includes a pool, spa-tub, lounge area, cabanas for private entertaining, an eight-foot wide fire-pit and a cascading water

feature. Other amenities include a 1,500 square-foot fitness center and a cherry wood paneled, temperature-controlled wine cellar with private storage lockers.

"The selection of Lewis was made on the basis of its comprehensive experience in commercial and residential real estate," said Yashouafar.

Over the years, related CEO N. Richard Lewis, the agency has been engaged in public relations and advertising campaigns for more than 35,000 merchant-built residential units and more than 15 million square feet of commercial building. Among high profile projects for which the firm has created branding campaigns are Big Canyon on the Irvine Ranch, Fox Plaza and Continental Park, the 1.2 million square-foot mixed-use project in El Segundo.

In the past year, the firm has won the SMPS/Los Angeles (Society for Marketing Professional Services) top award for the best media relations campaign and for the past three years it has won the PRSA/LA (Public Relations Society of America) PRISM award for best external corporate newsletter. It has also won numerous Elan and MAME awards for advertising.