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Contact: Marc Intermaggio
415.362.2662 ext.17
mli@boma.com

Frank Nagle
415.575-1590
frank.nagle@nagle-ferri.com

MEDIA ADVISORY

NOTED ECONOMIST DR. KEN ROSEN TO PROVIDE ECONOMIC OUTLOOK FOR BAY AREA

UC Berkeley Professor Who Predicted the Demise of Dot-coms to Speak at BOMA San Francisco-sponsored Luncheon

WHAT: The Building Owners and Managers Association (BOMA) of San Francisco will host a luncheon forum in which Dr. Ken Rosen, economist and chairman of the Fisher Center for Real Estate and Urban Economics at UC Berkeley, will provide his outlook for the San Francisco Bay Area's economy in 2004 and beyond. Known for his candid assessments and accurate economic forecasts, Dr. Rosen caused a stir in early 2001 when he predicted the demise of 80 percent of San Francisco's dot-coms. In fact, nearly 95 percent of the City's dot-coms went out of business, resulting in the devastating – and, for San Francisco's revenue generating and budgeting purposes, reverberating – financial impact of creating more than 7 million square feet of available office space.

The BOMA San Francisco-sponsored event is hosted in conjunction with San Francisco chapters of Commercial Real Estate Women (CREW) and National Association of Industrial and Office Parks (NAIOP).

**WHEN &
WHERE:** Thursday, February 26, 2004, beginning at @ 11:30 a.m. at the Palace Hotel, 2 New Montgomery Street, San Francisco, CA

WHO: Dr. Rosen has more than 30 years of experience in the real estate industry. He is a Professor of Business Administration and Chairman of the Fisher Center for Real Estate and Urban Economics at UC Berkeley. He also founded Lend Lease Rosen Real Estate Securities, LLC, a real estate securities firm based in Berkeley, CA.

NOTE: *Media attendance is welcome.*