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FLATS + LOFTS

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## **First Annual “Movies in the Pearl” Arrives at Jamison Square; Asa Flats + Lofts, New Apartment Development in the Pearl, Creates Backyard Movie Theater**

### **Widmer Brothers Brewing to Host Beer Garden with All Beer Proceeds Donated to P:EAR; Safeway to Provide Fresh Food and Movie Fare**

**PORTLAND, Ore.** (July 10, 2008) – Asa Flats + Lofts, a new, LEED-Gold apartment development in the Pearl District, will launch its first ever “Movies in the Pearl” outdoor movie series in Jamison Square on Thursday, August 7, 2008. On *First Thursday* in both August and September, Jamison Square, located at NW 11<sup>th</sup> Avenue between NW Johnson and Kearney Streets, will be transformed into a backyard movie theater for the entire community to enjoy.

*Asa Presents: “Movies in the Pearl”* will showcase two fun and action-packed films on August 7<sup>th</sup> and September 4<sup>th</sup>. Asa will offer *FREE* movie viewing on an inflatable movie screen installed in the park on two, warm summer evenings. The event will begin at 6 p.m. and guests are invited to come enjoy food, beer and giveaways before the movie starts.

Asa is adjacent to The Lovejoy, a mixed-use, Class-A office building, and both are now under construction in Portland’s Pearl District. Asa and The Lovejoy are being developed by Unico Properties LLC, a real estate investment and operating company.

Unico is sponsoring “Movies in the Pearl” along with Widmer Brothers Brewing. Widmer will host a 21-and-over beer garden with all beer proceeds being donated to P:EAR. P:EAR is a non-profit organization in the Pearl District that builds positive relationships with homeless and transitional youth through education, art and recreation to affirm personal worth and create more meaningful and healthier lives. Each year, the programs serve more than 350 homeless and transitional young people. Safeway, which will open on the ground floor of The Lovejoy in December 2008, will offer fresh food and movie fare for purchase on-site during both movies.

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Asa's Leasing Lounge, located on NW 13<sup>th</sup> and Lovejoy will officially open on August 1<sup>st</sup>, 2008. For more information about living at Asa, please visit [www.liveatasa.com](http://www.liveatasa.com).

"We see Asa as an opportunity to create a new residence in the Pearl that truly reflects Portland's authenticity and distinct personality," said Unico's President & CEO Dale Sperling. "We hope to redefine the meaning of 'home' to include cafes, bookstores, art galleries and a streetcar stop – all within a few steps of your front door. And, by transforming Jamison Square into a movie theater, 'home' will also mean free movie nights in your backyard."

Guests are encouraged to bring low back chairs, bean bags and blankets to enhance their movie-viewing experience. Movies being 30 minutes after sunset at approximately 8:30 p.m. Seating is first come, first served. For more information, and in the event of rain, please visit [www.moviesinthepearl.com](http://www.moviesinthepearl.com).

### **Movie schedule is as follows:**

**August 7**  
**September 4**

**Bourne Ultimatum**  
**Casino Royale**

#### **About Asa, The Lovejoy and Unico Properties**

Asa Flats + Lofts is a new apartment development in the Pearl District. Located at NW 13<sup>th</sup> and Lovejoy, Asa seeks to complement the local community through inspired design and environmentally sustainable practices. Asa is a LEED-Gold, residential project with 231 apartments and lofts and 20,000 square feet of retail space. The Lovejoy is a LEED-designed, mixed-use project in the Pearl District with 82,838 square feet of office space and a 40,000 square foot Safeway. Both projects are under development by Unico Properties LLC, a Seattle-based real estate investment, development and operating company that owns and operates more than nine million square feet of premier properties in the western United States. In Portland, Unico owns and manages 15 office buildings, comprising 2.5 million square feet, and 580 multi-family units. Unico produces superior results from its portfolio of office, medical office, multifamily, and retail properties by anticipating and addressing the needs of its customers, maximizing property values, delivering best-in-class customer service and leading the industry in green and sustainable practices. For more information, please visit [www.liveatasa.com](http://www.liveatasa.com) and [www.thelovejoy.net](http://www.thelovejoy.net).

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