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Contact:
Erica Perez
Perez Public Relations
(503) 249-0459
erica@perezpublicrelations.com

Sharon Mead
Manager, Marketing and
Communications
Unico Properties LLC
(206) 373-7100
SharonMead@unicoprop.com

Unico Receives National Award for Best Customer Service in the United States in 2008

SEATTLE, Wash. (March 16, 2009) –Unico Properties LLC, a real estate investment and operating company, has announced it has received a 2008 “National Commercial Real Estate Customer Service Award for Excellence” from CEL & Associates, a national, independent real estate consulting firm. Also known as the “A List,” the award honors Unico for being the number one ranked firm in its category and in the United States for providing the best customer service throughout its office property portfolio.

Also, in 2008, tenants’ rankings of Unico-managed buildings placed Unico in the top one percent nationally among 6,000 comparable buildings surveyed – earning it a “Best in Industry” distinction from CEL & Associates. Although Unico’s properties have consistently earned Tenant Satisfaction awards such as “Best in Industry,” this is the first time that the firm has ranked number one nationally.

“We differentiate ourselves by providing premier service to our customers and our residents and it is a tremendous honor to receive a national award for doing what we consider to be a core business value,” said Unico CFO and Senior Vice President of Property Management John Lamb. “This award is a true testament to the commitment of every one of our employees from our property managers, to our executive team and our maintenance staff.”

CEL & Associates honors the top firms within four commercial real estate portfolio size categories. Unico won this 2008 “A List” award in Category II which represents 21 to 100 office properties. The primary intent of the award is to recognize the real estate firms that provide superior service to their customers, to build industry awareness regarding the impact and value of customer service and to help set national benchmarks for the commercial real estate industry.

Some of the ways that Unico provides premier customer service is by focusing on six key components of what the company refers to as EACFRS: Empowerment, Appearance, Communications, Follow-through, Response and Smile.

“We look for opportunities to go above-and-beyond by not only attending to issues raised but by anticipating our tenants’ needs, providing frequent and open communication and paying close attention to detail,” added Lamb.

Some comments offered by Unico tenants both in CEL’s 2008 Survey and directly to Unico’s management include the following:

- “I’m always so impressed with all the Unico employees – from the maintenance folks, leasing to the general manager. Everyone is friendly and courteous and appears to be very hard-working. No other property management company has a presence like Unico.” (Skinner Building, Seattle)
- “You have a property management team with the right attitude. They go above and beyond to help their tenants, no matter what the request.” (Skyline Tower, Bellevue)
- “The office staff at Wells Fargo Plaza is excellent! The Tacoma team is always extremely friendly, efficient and helpful as are the engineers. They are all on a much higher tier of professionalism than other building management I’ve worked with. Kudos to the WFP team a job well done!” (Wells Fargo Plaza, Tacoma)
- “The Denver team is excellent to work with and we and our fellow tenants are all in accord that they are the best reason to lease here.” (Centerpoint II, Denver)
- U.S. Bancorp Tower is storing a large log splitter for a law firm tenant that’s in the midst of litigation surrounding this piece of equipment. “Talk about going above and beyond! We’re so grateful to Unico for offering to store a critical piece of evidence for a very important case of ours.” (U.S. Bancorp Tower, Portland)
- “We often overlook the simple greetings we get on a daily basis...It makes our start and end of the day even more meaningful. The concierge is the special presence in our lobby. She remembers and greets tenants by name. She is competent to handle difficult situations. She smiles....Thanks for her attention to all of us.” (100 Pine Street, San Francisco)
- In the U.S. Bank Plaza, an employee of one of the building’s tenants must practice her cello every day and the only time she can do it is during her lunch hour. Unico allows her to use one of the building’s vacant spaces to practice since it’s not feasible for her to go home at lunch. The employee is so appreciative that she gave U.S. Bank Plaza’s Tenant Services Coordinator a gift card from Starbucks because the coordinator takes the time to unlock the vacant suite for her every day. (U.S. Bank Plaza, Boise)



Unico continually finds new ways to make its buildings better and more efficient places to work through extensive green and sustainable initiatives. Currently, the company is pursuing seven LEED®-EB certifications for office buildings in four portfolios. Unico has already received LEED-EB certification for 100 Pine Street, its Class A office tower in the San Francisco portfolio. 100 Pine is the first multi-tenant office building to receive such certification in California and is only the third LEED-EB building in San Francisco.

"In this recession, and at all times, Unico is an owner and operator that you can rely upon as a stable and long-term provider," said Quentin Kuhrau, Unico's President & CEO. "We pride ourselves on providing the 'white glove,' Nordstrom level of customer service while remaining innovative with the many green and sustainable initiatives we offer in each building."

Unico is a real estate investment and operating company with premier properties in the western United States. Unico produces superior returns for its institutional partners by anticipating and addressing the real estate needs of its customers with environments that enhance the success of the people, business and communities it serves. For more information about Unico, please visit the firm's website at www.unicoprop.com.

CEL & Associates, Inc. is a real estate consulting organization that is the largest surveyor of customer opinions within the real estate industry. Founded in 1994, the firm serves more than 500 commercial and residential real estate clients across the United States, Canada and Europe. CEL & Associates, Inc. developed the first national customer opinion surveys within the commercial, residential, brokerage and corporate/facility sectors and it conducts more than 2,500,000 customer surveys annually. CEL & Associates, Inc.'s service and performance benchmarks are used throughout the U.S. and the firm's surveys have become the standard for excellence within the real estate industry. The *CEL National Commercial Real Estate Customer Service Award for Excellence*, or "A List" Award, is a coveted honor for service excellence. For more information about the *CEL National Commercial Real Estate Customer Service Award for Excellence*, please contact the company at (310) 571- 3113 or cel@celassociates.com.

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