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DOWNTOWN CENTER BID KICKS OFF TENANT AND DEVELOPER BUSINESS WALKING TOURS

*Downtown Center BID Shows Off Retail, Commercial, Office, and Residential Space
in Downtown Los Angeles with Three Guided Walking Tours*

Los Angeles, Calif. (April 8, 2002) – The Downtown Center Business Improvement District (DCBID), a coalition of property owners united in their commitment to enhance the quality of life in Downtown Los Angeles, today announced the launch of three Downtown walking tours designed to recruit office, retail, and restaurant tenants, as well as commercial and residential real estate developers. The tours are dedicated to acquainting greater Los Angeles' business community with what Downtown has to offer and to showcasing the area as the new location of choice for world class businesses and residential living.

The DCBID is offering three separate tours: the Office Tenant Tour, the Retailer/Restaurateur Tour, and the Commercial & Housing Developer Tour. The free two-hour Downtown Los Angeles business walking tours target office tenants, restaurant owners and managers, retailers, commercial and housing developers, lenders, appraisers, and other decision makers. The tours begin April 16.

Each guided tour includes a look at Downtown's amenities such as, hotels, restaurants, shopping areas, cultural institutions, and entertainment venues including, the Staples Center, The Music Center, Walt Disney Concert Hall, Los Angeles Center Studios, the Museum of Contemporary Art, and the Cathedral of Our Lady of the Angels. Tour participants will receive a complete list of building leasing agents, current information about availability, and deal-making strategies specific to the Downtown area.

“These business walking tours are a way to reintroduce tenants and investors to Downtown, update them on the area's unprecedented rate of growth and development, and show them how Downtown has become the ultimate place to live, work, and play,” said Carol E. Schatz, president and CEO of the DCBID.

For complete tour descriptions, schedules, and registration information on any of the business walking tours, please log onto the DCBID Web site at www.downtownla.com or call 877-9-CALL-LA.

About the Downtown Center Business Improvement District

The DCBID is a coalition of property owners united in their commitment to enhance the quality of life in Downtown Los Angeles. The organization helps the 65-block central business district achieve its full potential as a great place to live, work, and play. Nearly 480 property owners provide funds to the district via a special voluntary tax assessment.

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