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New Restaurants Add Flavor to Downtown LA Renaissance ***Seventh Street Corridor Is The Latest Area to Attract Restaurateurs***

Los Angeles (September 27, 2006) – Downtown Los Angeles has become a hotbed of new restaurants thanks to key initiatives by the Downtown Center Business Improvement District (DCBID). In the last year, DCBID recruited Daily Grill, Roy’s and Wolfgang Puck to open new restaurants in Downtown locations and all respectively are top performers. The DCBID’s efforts to attract new restaurants, led by Vice President & Director of Economic Development Hal Bastian, is now focused on Seventh Street where Wokcano Café and Seven Grand will soon be opening. Now boasting more than 150 restaurants, Downtown Los Angeles offers a full spectrum of dining experiences for its residents, visitors and office employees.

“When the DCBID explained the benefits of opening a restaurant in Downtown, we were very open to being part of the city’s renaissance,” said Waldo Cesoni, General Manager of the Daily Grill on Flower Street. “Our Downtown location is now the top performing restaurant in our entire chain.” Roy’s General Manager Matt Dochin echoed the same sentiments, “Our new restaurant on Figueroa Street opened last October and quickly became the number one location for our entire company. Downtown is thriving, and not just during the day, since most of our customers join us for dinner during the evening hours.”

The DCBID and its property owner constituents are now turning their attention to Seventh Street, which offers the largest concentration of available ground-floor retail space in the central business district. With Wokcano Café and Seven Grand both under construction, the goal is to secure commitments from other retailers and restaurants and transform Seventh Street into a vibrant area by increasing commerce, adding entertainment options and boosting the flow of pedestrian traffic both during the day and into the evening.

“Seventh Street is being brought back to life and should soon rival Old Pasadena and Third Street Promenade,” said Carol E. Schatz, President & CEO of the DCBID. “Our office has been working for some time with our property owners to re-tenant this street and create an area that is alive both during the day as well as nighttime. More than 5,000 hotel rooms are within a five-minute walk of Seventh Street and there is plenty of parking as well as direct access to the Metro trains. In addition, hundreds of condominiums are coming in the Brockman and Roosevelt Buildings, all located on Seventh Street. And while this initiative has already proven successful, there is still 100,000 square feet of space still available.”

The confidence in Downtown is evident by the amount of investment dollars pumped into the market since the urban renaissance began in 1999. To date, including projects slated to begin construction by 2007, more than \$16 billion have been invested in Downtown residential, mixed use, civic, educational, entertainment, and cultural projects.

For more information on the DCBID's retail initiative on 7th Street, please call Hal Bastian at 213.624.2146, or e-mail hbastian@downtownla.com.

About the Downtown Center Business Improvement District:

The Downtown Center Business Improvement District (DCBID) is a coalition of nearly 480 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.

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