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CHICAGO LOOP ALLIANCE

EMERGES FROM COMBINED GREATER STATE STREET COUNCIL

AND CENTRAL MICHIGAN AVENUE ASSOCIATION

(CHICAGO, IL) Tuesday, June 14, 2005 – The CHICAGO LOOP ALLIANCE (CLA) is the new name given to the merged Greater State Street Council (GSSC) and Central Michigan Avenue Association (CMAA). The two organizations joined forces in February of this year to promote Chicago's central mixed-use district. CLA's mission is to build on existing retail, hospitality, commercial, residential, cultural and institutional resources, and to contribute to Chicago's standing as a world-class city and tourist attraction. On June 14 the two organizations formally "tied the knot" along Wacker Drive between Michigan Avenue and State Street to announce the name.

"Building on the exciting energy and commerce that is developing in the Loop, the merger will include destination marketing initiatives and signature public events to promote the East Loop as a shopping, dining and entertainment destination as well as a great place to live and work," said Lori Healey, Chairman Chicago Loop Alliance.

"With the successful and vibrant theatre district along Randolph Street, the largest student population in the state numbering more than 50,000, and the attractions of nearby Millennium Park, the Chicago Loop Alliance's larger area brings together the best of what Chicago has to offer," said Louis D'Angelo, former President Central Michigan Avenue Association.

The East Loop is also experiencing exciting commercial development with ABC Chicago, Channel 7's new ground floor studio scheduled to open late this year and plans for Block 37 to become a mixed-use dining, shopping and entertainment destination. Upcoming luxury projects include Metropolitan Tower, 243 condominiums at 310 South Michigan Avenue, and the Mandarin Oriental, a new construction 90-story hotel, condominium and retail building at Lake Street and Stetson Drive.

The Chicago Loop Alliance (CLA), a merger between Greater State Street Council and Central Michigan Avenue Association, promotes Chicago's most dynamic mixed-use district and serves the rapidly growing central business area. CLA incorporates Chicago's most appealing historic and contemporary architecture, mainstay retail stores, restaurants, residences, hospitality and entertainment as well as a number of high profile and respected educational and cultural institutions. Millennium Park's beauty and attractions are just steps away along Michigan Avenue. Bordered by Dearborn on the west, Lake Michigan on the east, and Wacker Drive on the north, CLA's expanded, 40-block service area extends south to Congress along Wabash, State, and Dearborn, and to Roosevelt along Michigan Avenue. For more information, contact Chicago Loop Alliance at 312/782-9160 or visit the website at www.chicagoloopalliance.com.

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