



CITY CENTER LEHIGH VALLEY ANNOUNCES PARTNERSHIPS WITH AREA'S INSTITUTIONS OF HIGHER EDUCATION

DeSales University and Cedar Crest College Will Launch Various Courses at Developer's Downtown Allentown Properties Beginning in January

Allentown, PA, November 12, 2014 – City Center Lehigh Valley, a major mixed-use development in downtown Allentown, announced today that it has entered partnerships with two of the area's institutions of higher education, DeSales University and Cedar Crest College, to utilize its properties for various graduate and undergraduate programs beginning in January 2015. City Center has offered space to the colleges at no cost. It plans to partner with additional Lehigh Valley colleges and universities in a similar fashion and is currently in conversations with Muhlenberg College about potential collaborations.

"City Center is proud to welcome some of the area's best and brightest minds to downtown Allentown through these new partnerships," said J.B. Reilly, president of City Center. "With these programs, downtown Allentown will become a living lab where students can learn, create, contribute their ideas and gain valuable field experience in the heart of one of the nation's biggest urban revitalization projects. This is another step toward downtown Allentown becoming an innovation district like exists in so many other vibrant urban areas across the country."

Starting in January, DeSales University will offer classes for its master of business administration (MBA) program at City Center's 702 Hamilton Street office building across the street from the new PPL Center. The inaugural class, "Strategic Entrepreneurship, Innovation, and Creativity," will be held on Monday evenings. The course will include topical guest speakers from Allentown and Lehigh Valley businesses. A second course will be offered on Monday evenings beginning April 6, 2015. For more information about the courses, visit www.desales.edu/mba.

"DeSales MBA is very excited to be a part of the revitalization of downtown Allentown," said David Gilfoil, director of the DeSales University MBA program. "Offering select MBA courses at this location will better serve our Allentown-based customers—and their student employees. Partnering with local city planners, entrepreneurs, and established corporations and



institutions will also enable us to achieve mutually beneficial outcomes for each of them and for our MBA students.”

Cedar Crest College is planning to offer weekend courses in several programs, including business, criminal justice, communication and more, either at City Center’s 702 Hamilton Street building or at the developer’s coworking space, Velocity, at 532 Hamilton Street. City Center will offer students enrolled in that program preferred rates at its Renaissance Allentown Hotel on Seventh Street, which will open in January 2015. The college is also working with its corporate partners in its Pathways to Professional Excellence program to bring complete degree programs, including the newly launched Cedar Crest MBA, into those City Center spaces.

In addition, students and faculty from Cedar Crest will be supporting City Center’s future pocket parks on the Artswalk, on the 500 block of Hamilton Street and in the courtyard of City Center’s future STRATA Flats at Four City Center, opening in the summer of 2015.

"As one of the two colleges located in Allentown, it is essential that Cedar Crest students and faculty play a significant role in the continued revitalization of City Center," says Cedar Crest President Carmen Twillie Ambar. "Cedar Crest has had a long-standing commitment to serving the people of Allentown, and we are grateful to the people of City Center for giving us the further opportunity to bring our spirit of service to the city in this time of renaissance."

To inquire about City Center’s college and university partnership opportunities, please contact City Center’s Director of Strategic Development Tom Roth at 610-625-5539 or TomR@CityCenterLehighValley.com.

About City Center Lehigh Valley:

City Center Lehigh Valley is a major mixed-use development that is helping transform downtown Allentown, Pennsylvania, into one of America’s most vibrant urban communities and a regional center of excellence for business, culture and metropolitan living. With Allentown’s new arena, PPL Center, at its core, City Center includes two Class A office buildings, upscale restaurant and retail space, loft-style office space and a coworking space called Velocity. City Center is constructing a third Class A office building, the Renaissance Allentown Hotel, Strata Luxury Flats and additional restaurant, retail and loft-style office space by late 2015 – a total investment of \$400 million. Visit citycenterlehighvalley.com to learn more.



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