



CITY CENTER INVESTMENT CORPORATION APPOINTS JANE HEFT VICE PRESIDENT OF PROJECT DESIGN AND CORPORATE BRANDING

Robert DiLorenzo promoted to project manager

ALLENTOWN, Pa., March 27, 2017 – City Center Investment Corp. (CCIC), the real estate development company whose major mixed-use development, City Center Lehigh Valley, is revitalizing downtown Allentown, Pennsylvania, announced today it has appointed Jane Heft vice president of project design and corporate branding, effective immediately.

In her role, Heft partners with City Center’s office, retail and restaurant tenants, architects and builders to design customized spaces that reflect businesses’ unique brands, cultures and workflow needs. In addition to designing dynamic, productive environments for tenants, she develops branding and interior and exterior design for City Center and its properties, including its three Class A office towers, the Renaissance Allentown Hotel, STRATA Flats and The ArtsWalk at City Center. Heft is also overseeing the design of Tower 6, City Center’s fourth Class A office building, which is due for completion in early 2018.

Since 2011, Heft has led CCIC branding and building design through her own brand design firm, enze. During that time, her work for CCIC has been recognized with numerous awards, including several ADDYs from the Greater Lehigh Valley Chapter of the American Advertising Federation for creative work on Queen City BBQ, CENTRO, The DIME and ROAR Social House. In recent years, Heft designed the identities for Allentown’s PPL Center and Miller Symphony Hall, the Lehigh Valley Phantoms AHL team, Bethlehem’s Steel Stacks complex, the ArtsQuest brand and the United Way. She also led design for the international luxury cosmetics brand NeoStrata, helping to quadruple sales, which led to its acquisition by Johnson & Johnson. Heft previously served as a senior art director for the Donaldson Group, working with such clients as 3M, Pitney Bowes, Kodak, Hasbro/Milton Bradley, The Hartford, Danskin and winning a Clio award for her work for Orvis.

“City Center is unique in that our in-house development team guides tenants through the entire design, budgeting and fit-out process and also offers them branding services, making their move to City Center easy and truly turnkey,” said J.B. Reilly, cofounder and president of CCIC. “Jane brings extensive experience and enthusiasm to City Center and delivers results that are best-in-class, adding tremendous value for our development’s office tenants, restaurants and retailers and ensuring their vision for their space is realized.”

CCIC also announced the promotion of Robert DiLorenzo to project manager. Working with Heft, DiLorenzo is responsible for the successful initiation, planning and execution of project development. While managing and tracking projects from pre-development planning to post-



construction occupancy, he serves as a liaison, working in conjunction with tenants, architects, construction managers and civil engineers to deliver a quality product, whether it's a retail or office fit-out or new building construction. A graduate of Temple University, where he received a bachelor's degree in facilities management, DiLorenzo joined the CCIC team as associate project manager immediately following his graduation. He had previously served CCIC as a real estate and property management intern. DiLorenzo serves on Upside Allentown's Physical Improvement Committee and the Hamilton District Main Street Program Design Committee.

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 more than 1 million square feet among three Class A office towers, the Renaissance Allentown Hotel, STRATA West, The Shops at City Center, upscale restaurant space and a coworking space called Velocity. City Center's total investment in downtown Allentown is \$400 million, with additional development of office, residential, retail and green space underway.

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