For Immediate Release
March 14, 2014 Contact: Dan Cohen, 510-465-8294

Jack London Square Ventures Announces Agreement with Trifecta Management Group for Major Entertainment Concept at Jack London Square

Restaurant concept to be announced later this Summer and Open this Fall

Oakland, CA – Today, Jack London Square Ventures, a joint venture between Ellis Partners LLC and DivcoWest, announced that it reached an agreement with Trifecta Management Group for a major dining and entertainment concept for the Pavilion Building that formerly housed a Barnes and Noble in Oakland's Jack London Square Development. The city block sized site, located at 98 Broadway, includes a 34,000 sq. ft. building and a 15,000 sq. ft. outdoor plaza and lies at the center of the 9 block project.

"This is a major step forward at Jack London Square," said James Ellis, Managing Principal of Ellis Partners LLC. "We have been focused on developing this exciting concept as a key piece of our transformation of the Square and we are thrilled to be working with the talented team at Trifecta."

The Trifecta Management Group has demonstrated expertise in location-based entertainment concept development, operations, and venue management. They have developed 30 independent concepts throughout the US and leverage over 50 years of combined principals' expertise in operating entertainment and restaurant businesses.

The identity of this custom tailored waterfront food and entertainment concept will be introduced later this summer and the site will open to the public this fall. Construction has already commenced.

Trifecta Management Group's Managing Partner, Mike Auger, added, "This is a one-of-a-kind waterfront venue. We are looking forward to finalizing and debuting our unique food and entertainment concept. One that incorporates everything we've learned from projects around the country, but something that uniquely reflects what this market wants."

The final concept will include casual dining featuring gastropub and coastal California cuisine, luxury bowling lanes, both state of the art and vintage interactive games and a large outdoor beer garden with a long bar and bocce courts.

In addition, the entertainment venue will offer live music and entertainment on weekends featuring local talent as well as an area that can be separated for corporate events and private parties. This centerpiece to Jack London Square will leverage the large outdoor elevated patio along with expansive communal seating areas to maximize the waterfront experience and serve as a community gathering spot. It is anticipated that this waterfront experience will be a large draw from the broader community as well as well as create a regional draw to bring visitors either for the first time or to rediscover Jack London Square.

Ellis Partners' James Ellis added, "Since Barnes and Noble closed in 2010, we have been on a national search for a concept for the building that would accentuate the surrounding retail space and maximize the one-of-a-kind location at the foot of Broadway and adjacent to the Estuary. We are thankful to Trifecta for stepping forward with a creative concept and for our partners at the City and Port of Oakland for helping to make it happen."

# # #

About Ellis Partners:
Ellis Partners LLC is one of Northern California's largest commercial developers and investors focused on office, retail, industrial, and mixed-use product types. The firm's multi-faceted capabilities include land entitlement and development, property repositioning, adaptive re-use and historic renovation. Ellis Partners also provides leasing expertise, asset management and development management services to its portfolio. For more information visit www.ellispartners.com

About Trifecta Management Group:
Founded in 2005, Trifecta Management Group (TMG) provides innovative concepts, comprehensive management services and value added solutions/systems to the restaurant and retail entertainment industries. The founders and managing partners of TMG have more than 50 years of related experience and comprised the executive management team and the strategic, operational and development nucleus at GameWorks, the acclaimed restaurant and interactive entertainment concept founded by Steven Spielberg, Universal Studios and Sega. TMG is known for creating custom concepts and manages venues in Arizona, California, Florida, Kansas, Kentucky, Minnesota and Ohio. www.trifecta-mg.com.

About Jack London Square:
Situated in Oakland along a San Francisco Bay estuary, Jack London Square is Oakland's only publicly accessible mixed-use waterfront area and a well-known

landmark since the mid 1800's. With its rich history as the heart of Oakland's Port operations, Jack London Square is a historic working waterfront and is one of the Bay Area's premier recreational, dining and commercial districts. Jack London Square offers visitors, residents and commercial tenants an authentic, vibrant hub for outdoor recreation, events and dining. For more information on Jack London Square and its events, leasing space and amenities, please visit www.jacklondonsquare.com.

About DivcoWest:
DivcoWest was founded by Stuart Shiff, who founded DivcoWest Properties in 1993. DivcoWest is a vertically-integrated operating company with approximately 75 employees that provides asset, property and construction management and leasing services and has offices in the San Francisco Bay Area and Boston. DivcoWest is comprised of a dedicated group of professionals with extensive experience in sourcing, structuring, acquiring, financing, developing, redeveloping, managing, leasing and selling primarily commercial real estate and other real estate-related assets. DivcoWest employs a disciplined approach to investing on behalf of a broad base of U.S. and non-U.S. public and corporate pension funds, institutional investors and high net worth individuals, with a focus on creating value through prudent acquisitions, active management and well-timed sales. www.divcowest.com

About Jack London Square Ventures:
Jack London Square Ventures is a partnership between Ellis Partners LLC and DivcoWest created to provide investment in and management of Jack London Square, Oakland.