



Wireless Is the New Electricity Along the Waterfront ... and It's Free

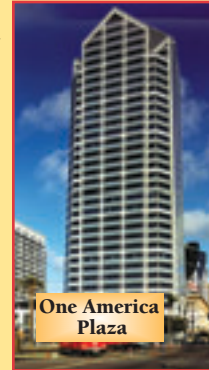
Wireless fidelity, more commonly known as “WiFi” in tech centers like San Diego, has made its way into downtown establishments and office buildings—and straight into the open arms of residents and businesspeople alike. In downtown today, people can search the Internet via desktop, laptop or PDA device, without wires and free of charge.

“Bandwidth Bay,” a collaborative initiative supported by business and government, has created a playground downtown for Internet enthusiasts everywhere. WiFi Hot Spots continue to multiply in offices and plazas of buildings including NBC, SBC, the Koll Center and One America Plaza. The historic Santa Fe Depot train station and Ruben H. Fleet Science Center in Balboa Park are also popular free WiFi zones.

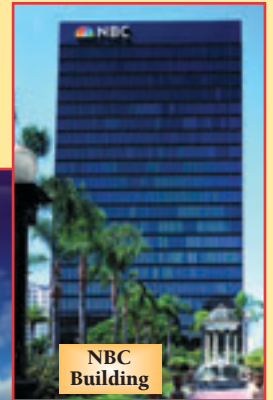
SENTRE Partners’ Matt Spathas is leading the initiative to site additional WiFi Hot Spots in the downtown area. “San Diego is identified as the wireless capital of the world, so it is logical to provide visitors and locals with the ability to connect to the Internet without being limited to plug-in sites. WiFi makes this possible, and free access to this service facilitates communication and puts San Diego on the board as a true wireless hub.”

Several San Diego-based companies are providing support for the existing WiFi Hot Spots, including SENTRE Partners, Wireless Facilities, Inc. (WFI), Catellus, NBC

San Diego and Ensemble Communications. Others supporting these efforts include CCDC, EDC and the DSDP. “This is a great example of how government and business can work together in an effort to truly make San Diego a 21st century city,” added Peter Hall, CCDC president.



One America Plaza



NBC Building



The Sunny City Where It All Began

“If wireless technology has a birthplace, it’s San Diego. In 1968, University of California, San Diego, professor Irwin Jacobs founded a company called Linkabit to create the world’s first digital wireless-communications network. Today, spinoffs like Qualcomm and Leap Wireless, as well as the U.S. branches of international giants like Nokia and Sony Electronics, populate the region. San Diego has about 150 wireless firms and the highest concentration of wireless workers in the country ... Some of the most interesting action is downtown. In the One America Plaza building, tenants on all 36 floors get free wireless Web access.”

SOURCE: Newsweek—June 2004

“Downtown San Diego is the pulse point of the whole San Diego region. We knew a few years ago that once the ballpark was built here ... the area would explode even further. And we wanted to be a part of that energy and excitement. With Horton Plaza, City Hall, the Courts, Civic Theater, Seaport Village, the cruise ships docking at the foot of Broadway ... millions of people are drawn to walk by our building every day. And that doesn’t even take into account the thousands of new residents who live just blocks away. It’s the perfect location for our streetside studio. We could not ask for a more lively environment for our NBC station.”

Phyllis Schwartz
President/General Manager
NBC 7/39 San Diego

HIGH DOLLARS FOR DOWNTOWN HIGH RISES

The recent wave of high-rise office building sales indicates that the financial community clearly sees the value of investing in the burgeoning downtown San Diego marketplace. Since November 2002, twelve prominent high-rise office buildings have changed ownership, often at record sales amounts.

The most recent sales include the One America Plaza, NBC, SBC and Koll Center buildings along Broadway.