



FOR IMMEDIATE RELEASE

Contact: Tom Evans

tom@evanscommunications.com

602.448.5483

SkySong Continues to Gain Momentum with 2 New Lease Agreements

LiveOps Expands into Larger Space; Japan-Based Keyence Signs Long-Term Lease

SCOTTSDALE, Arizona (Sept. 12, 2018) — SkySong, The ASU Scottsdale Innovation Center is continuing its leasing momentum, signing two new deals as construction and planning continues at the highly successful project.

LiveOps, which gives talented customer service and sales professionals an opportunity to work where and when they are able, is expanding its operations in Scottsdale, moving from a 9,955 rentable square-foot space at SkySong into a 13,300 RSF one. The company that links more than 20,000 at-home professionals with organizations and agencies in need signed a new long-term lease that kicks off Oct. 1, tacking an additional 32 months onto LiveOps' existing lease agreement.

"SkySong has proven to be an ideal fit for LiveOps, and the entrepreneurial spirit of the SkySong community closely mirrors that of our own dynamic workforce," said LiveOps Chief Executive Officer Greg Hanover. "We're eager to expand into our new space and continue to establish roots here in Scottsdale."

Additionally, moving in at SkySong is Keyence, a direct-sales organization that develops and fabricates automation sensors, barcode readers, laser markers and related equipment and resources. The Japan-based company signed a lease for a 4,000 square-foot space in SkySong 4, bringing occupancy in that building up to 99 percent.

"We are honored to have Keyence sign on at SkySong and are very pleased to see LiveOps grow and thrive within the project," said Sharon Harper, President & CEO of Plaza Companies, the master developer of the innovation center. "Thanks to recent leasing momentum, construction continues on SkySong 5 and the design and planning process is now underway at SkySong 6, so that we will have room to accommodate continued growth in the months and years to come."

SkySong will include more than 1.2 million feet of space, catering to a broad range of tenants with interests in technology, innovation and collaboration. Construction on the six-story SkySong 5 building is underway now, while planning efforts for SkySong 6 are ongoing.

"The growth we are seeing at SkySong is an incredibly positive sign for Arizona's economic development efforts," said Sethuraman Panchanathan, executive vice president of

Knowledge Enterprise Development and chief research and innovation officer at ASU. “We are seeing the companies currently located at SkySong continue to grow and innovate, and SkySong continues to attract new companies that have a focus on innovation and technology.”

Plaza Companies is the master developer of SkySong, in partnership with ASU University Realty, Holualoa Companies and the City of Scottsdale.

For more information on SkySong, The ASU Scottsdale Innovation in general, contact Tom Evans at 602.448.5483 or tom@evanscommunications.com.

SkySong is a 42-acre mixed use development designed to:

- Create an ecology of collaboration and innovation among high-profile technology enterprises and related researchers;
- Advance global business objectives of on-site enterprises;
- Raise Arizona’s profile as a global center of innovation through co-location of ASU’s strategic global partners; and
- Create a unique regional economic and social asset.

Companies located at SkySong have the opportunity to partner with Arizona State University, which has more than 90,000 students studying across four metropolitan Phoenix campuses, in Lake Havasu and online. ASU is one of the largest public universities in the nation, with the majority of its students attending its campus in Tempe, Arizona, less than three miles from SkySong.

In addition to locating its own innovative research units at the center, through ASU’s on-site operations, tenant companies have a single point of contact for introductions to researchers, faculty and programs to address their specific needs.

For more information on SkySong, visit www.skysong.com or www.facebook.com/skysongcenter.

— 30 —

About SkySong

Plaza Companies is the developer of the project in partnership with Arizona State University Foundation, the City of Scottsdale and Holualoa Companies. Lee and Associates provides the brokerage services and Plaza del Rio Management Corporation provides the property management and construction services. Architects at SkySong include Pei Cobb Fried and Partners, DMJM Design, Butler Design Group and Kendle Design Collaborative.

About Plaza Companies

With offices in Peoria, Scottsdale and Tucson, Plaza Companies is a full-service real estate firm specializing in the management, leasing and development of medical office and commercial office properties, technology and bioscience facilities, mixed-use properties and senior housing communities. Since 1982, Plaza Companies has established a proud track record as a competitive, connected and conscientious real estate firm with partnerships throughout the industries it serves. For more information, visit www.theplazaco.com.

About University Realty

University Realty is a subsidiary of ASU Enterprise Partners, an independent non-profit organization dedicated to generating resources for the benefit of Arizona State University. www.asuenterprisepartners.org

About Holualoa Companies

Holualoa Companies is a real estate investment firm focused on the successful acquisition, repositioning, redevelopment and disposition of real estate assets. Headquartered in Tucson, Arizona, with offices in Phoenix, Santa Monica, Hawaii and Paris, its investments span the United States and Europe and include office, retail, industrial, multi-family, hotel and mixed-use investment properties. Holualoa is an experienced investor for its own account and on behalf of a select group of private investors.

About the City of Scottsdale

Scottsdale is one of the state's leading job centers, with a diverse economy built on medical research, high-tech innovation, tourism and corporate headquarters. Scottsdale is home to nearly 18,000 businesses supplying over 150,000 jobs. The high-tech innovation center SkySong, located just a few miles from Downtown, is designed to help companies grow through a unique partnership with nearby Arizona State University. The Scottsdale Cure Corridor is a partnership of premier health care providers and biomedical companies seeking to advance medicine and patient care through cutting-edge research. For more information, visit ChooseScottsdale.com.