

Contact: Katy Murphy
(312) 644-1100 / katy@friedmanproperties.com

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**FRIEDMAN PROPERTIES CELEBRATES “FALLING BACK”
DOWNTOWN’S MOST ACCURATE CLOCK SHOWCASED FOR TIME CHANGE FESTIVITIES**

Chicago – On October 28th, Friedman Properties, Ltd. will introduce downtown’s most accurate clock to the public and remind Chicagoans to adjust their clocks for the end of daylight savings time.

“We are happy to unveil the Reid-Murdoch Center Clock Tower as a gift to the people of Chicago,” said Al Friedman, President of Friedman Properties. “We are confident that Chicago workers and visitors alike will be able to reliably schedule their activities by this landmark timepiece for years to come.”

Restoration of the Reid-Murdoch Center Clock Tower, the final piece of the company’s approximately \$50 million redevelopment of the building, took more than 2 years to complete. Work included structural reinforcement, restoration of missing balconies, tuckpointing, and extensive masonry work. The faces of the Clock Tower were hand assembled on site.

The four faces of the Reid-Murdoch Center Clock Tower are controlled by a state-of-the-art Global Positioning System (GPS) receiver ensuring that the clock will be the most accurate public timepiece in downtown Chicago.

The Clock Tower, which originally concealed the building’s water tank, is currently available for lease. It is a crowning example of Friedman Properties’ dedication to preserving Chicago’s greatest landmarks while enabling adaptive reuse for businesses in the 21st century.

A rooftop ribbon cutting ceremony, scheduled for 11 a.m., Friday, October 28th, will be followed by a reception in newly opened Fulton’s on the River. Guests are invited to sample Fulton’s steak and seafood cuisine and try the restaurant’s signature ‘Clocktail.’ Featured participants will include City of Chicago Cultural Historian Tim Samuelson.

The Chicago media is cordially invited to attend the Clock Tower Unveiling and Reception. Throughout the day, Friedman Properties will allow media crews to utilize the Clock Tower as a backdrop for live-stand ups, interviews, and photo opportunities. Members of the media should contact Katy Murphy at 312-644-1100 to schedule their coverage.

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