

HUGHES CENTER

Summer 2011



Crescent Earns "A List" Award of Excellence

Prestigious CEL award recognizes company for superior customer service

For a company that prides itself on serving its customers, Crescent Real Estate Holdings LLC is especially proud of its latest industry award.

Crescent, which owns and manages Hughes Center, recently received the prestigious 2010 National Commercial Real Estate Customer Service Award for Excellence - Category II. Also known as the "A List" award, the honor recognizes excellence in real estate industry customer service based on direct customer satisfaction surveys.



Established in 1997 by CEL & Associates, Inc., the Customer Service Award for Excellence recognizes companies whose management performance and commitment to quality service are considered to be the best in the industry. CEL conducts more than 2,500,000 customer surveys annually to establish service and performance benchmarks used throughout the U.S.

Crescent won six prior Awards for Excellence, earning the top honor every year the company participated in the survey process, from 2001 through 2006. After a few years of not participating, the company surveyed customers again in 2010 and was selected by CEL as the Award for Excellence winner in Category II for companies with 31 to 100 properties.

For the first time ever, each of Crescent's premier office building properties achieved individual "A List" status. Additionally, Crescent's 2010 scores for overall property and service satisfaction were even higher than its winning scores in prior years.

"Customer service is the centerpiece of our company culture," said John Goff, Chairman and CEO of Crescent Real Estate Holdings LLC. "This recognition of success for that goal – superior customer service – resonates loudly within Crescent. We know that customer service distinguishes Crescent amongst its competitors."

Christopher Lee is founder of CEL & Associates, Inc. the largest independent surveyor of customer opinions in the real estate industry and the company that surveys customers for the "A List" awards. According to Lee, the quality and level of service provided to office customers is a key factor in building and sustaining brand and customer loyalty, reten-

tion, increasing asset value and generating best in class operating and financial performance.

"In today's challenging marketplace, those who focus and connect with their tenants are going to have a competitive advantage," Lee said. "Crescent has taken customer satisfaction and service to an exceptional level, and it shows in the opinions of tenants throughout their portfolio...and we congratulate Crescent for an extraordinary effort."

Bob Boykin, Crescent's managing director for leasing in Las Vegas and Houston, said Hughes Center is a classic example of how the company earns such industry honors.

"It all starts with having the best customers, which is what we have at Hughes Center," Boykin said. "It's our job to address their needs and to pay attention to the details that are important to them. I want to thank our customers for this and all the other awards we receive."

He said Crescent property managers interact constantly with building customers to understand their needs and to ensure that Crescent meets expectations. In a sense, company employees conduct day-to-day informal surveys to better serve their customers.



In addition to personal contact, Hughes Center and other properties each have a website where customers can go to request services, suggest improvements and find out the latest news regarding property activities, maintenance and amenities.

Crescent officials also value long-term relationships and loyalty with both customers and employees. Crescent is proud that a significant number of customers, including many at Hughes Center, have been in its properties for more than 20 years. Likewise, more than 70 percent of Crescent's management staff has been with Crescent properties for more than 20 years.

Crescent also emphasizes customer support from all employees and service partners. Building engineers, maintenance, security and janitorial support are critical. The corporate office in Fort Worth, Texas, serves an integral role as well, providing management oversight, financial and technology support important to smooth business operations.



Critically acclaimed Brazilian steakhouse coming soon to Hughes Center

Fogo de Chão, an internationally recognized Brazilian steakhouse, has signed a long-term lease and started construction on a new restaurant in Hughes Center.

Bob Boykin, managing director for leasing in Las Vegas and Houston for Hughes Center owner Crescent Real Estate Holdings LLC, said Crescent “enthusiastically welcomes this world-class restaurant to our extensive array of dining options all within walking distance of our customers at Hughes Center.”

Jair Coser, who co-founded Fogo de Chão with his brother, Arri, in their native Brazil 30 years ago, said Fogo de Chão will open its doors at 355 Hughes Center Drive later this year.

The Hughes Center location will be its 17th U.S. restaurant. It also has six locations in Brazil, with a seventh expected to open later this year.

Fogo de Chão is leasing and renovating the location that formerly housed Cozymel’s, a Mexican restaurant. It is one of seven restaurants in Hughes Center.

“We’ve been looking for the right location in Las Vegas for some time,” Coser said. “Now that we found it here in Hughes Center, we’re looking forward to bringing the flavors of Southern Brazil to Las Vegas and to serving the people who live, work and visit here. We can’t wait to begin offering guests the chance to experience the distinctive tastes, traditions, service and ambiance of Fogo de Chão.”

Fogo de Chão – pronounced fo-go dèe shoun – originated in Rio Grande do Sul, Southern Brazil. Coser

said it features “delectably slow-roasted meats prepared by Brazilian-trained Gaucho chefs, impeccable service, an award-winning wine list and a gourmet salad and sides bar.”

The restaurant will also have several distinctive group and private dining areas with audio, video and Wi-Fi capabilities.



Named one of America’s top restaurants by the Zagat Survey, Fogo de Chão has received numerous accolades since opening its first restaurant in the United States in 1997.

In addition to chefs who will join Fogo Las Vegas from Brazil, Coser said Fogo de Chão plans to hire more than 70 local employees to staff its new restaurant in Hughes Center. For more information, visit www.fogo.com.



The resort is Silver LEED Certified, a first for any hotel in Colorado.

The Crescent Travel Club Welcomes The Westin Riverfront Resort & Spa at Beaver Creek

Crescent proudly announces the addition of the Westin Riverfront Resort & Spa at Beaver Creek Mountain to the Crescent Travel Club. Located in the heart of Vail Valley, the resort opened in 2008 and featured 217 hotel rooms, Spa Anjali and three restaurants including its signature restaurant, Restaurant Avondale. Back-door access to world-class skiing, shopping, dining and year-round activities are only a sample of the amenities enjoyed by guests. For additional information and specials, visit the Crescent Travel site at www.crescenttravelclub.com.

Lawry's a staple of Restaurant Row at Hughes Center

Lawry's The Prime Rib Restaurant has been a staple of Restaurant Row at Hughes Center since it served its first signature prime rib of beef there in 1997.

"Our name is our specialty: roasted prime ribs of beef," said Michelle Rizzo, sales and marketing manager for Lawry's in Las Vegas. "We serve the finest aged beef available, slowly roasted to perfection and carved table-side from our famous gleaming silver carts."

Lawry's is family-owned and operated and has been in business since 1938, opening its first location in Beverly Hills, Calif.

The Las Vegas restaurant is on the corner of Flamingo Road and Howard Hughes Parkway on the south side of Hughes Center.

While famous for its prime rib and dinner service, Rizzo pointed out that Lawry's The Prime Rib is also open for lunch in its Ale & Sandwich Bar each weekday from 11:30 a.m. to 2 p.m. Reservations are not required.

Whether planning a business luncheon or a casual, social lunch, Hughes Center customers and visitors can enjoy one of its signature hand-carved sandwiches and side dishes, or a fresh-from-the-garden salad and even top it off with an irresistible dessert.

Every Monday, she said Lawry's offers its famous prime rib sandwich for \$10 (plus applicable sales tax).



Lawry's also accepts to-go orders and will package your meal "so it's as hot and fresh at your destination as it is in the restaurant," Rizzo added. Lawry's also offers a catering lunch menu and will deliver to your office if you have an order of 15 or more sandwiches.

Lawry's is open for dinner nightly beginning at 5 p.m. In addition to the signature prime rib, options include a daily fish selection, Maine lobster tails and an outstanding ribeye steak offered in two different sizes. Reservations are not required but are recommended. The restaurant also has five private rooms available for groups of 20 to 200 for daytime or evening events.

As many regular customers know, Ed Lepere is the general manager and Ralph Sanchez is the executive chef.

Hughes Center Honored

Hughes Center is the proud recipient of the Industry Impact Award by NAIOP Southern Nevada, an award that recognizes the commercial property that best represents Class A development, a prestigious customer roster and an active and successful leasing program.

Thank you to all of our customers and team members for the impact they have on Hughes Center's success.

Concierge Services

The concierge desk is located in the lobby of the Wells Fargo Tower, 3800 Howard Hughes Parkway, and is open Monday through Friday,
7:30 a.m. to 4:30 p.m.
The phone number is 702.697.6805.

*"I will strive to make your day a little easier, so you can concentrate on business."
Jaci Zweig, Hughes Center corporate concierge*

Hughes Center Cares

Customers and Crescent have history of helping local students



Hughes Center, its customers and owners care about their community and its future. One of the most prominent examples of how Hughes Center cares is the ongoing support it has shown for student and teachers at Lewis E. Rowe Elementary School in Las Vegas.

As part of Crescent's Faces of Change program, Hughes Center adopted the school at 4338 South Bruce Street in 2004. Since then, Crescent and Hughes Center customers have donated more than \$23,000 in cash and in-kind contributions to support the school and its students in many meaningful ways. Some recent and ongoing examples include:

1. Collecting new and "like-new" purses and ties to donate to families of Rowe students. In May, students were then able to "shop" and give these items to their parents as gifts for Mother's Day and Father's Day.
2. Catering lunch for 85 teachers and staff as part of Teacher Appreciation Week in May.
3. Purchasing gifts, food and clothing for needy families during the holidays, something Hughes Center has done every year.
4. Volunteering at the school's Fall Festival, Field Day, and Career Day events every year.
5. Donating countless quantities of office and school supplies, including books, office furniture, food and clothing items.
6. Organizing a special author visit for Nevada Reads Week. In 2008, authors Mary Schwartz and Barbara Ciarlantini visited the school and read aloud from their book "The Handy Girls." Students also received free copies of the book.
7. Funding the production of the school yearbook, some school assemblies and bus transportation to field trips.
8. Funding installation of a new marquee sign for the school in 2006.



Crescent Engineer Jim Foshee assisting in sack race during field Day.

Led by Corporate Concierge Jaci Zweig, Crescent's Hughes Center team works closely with school officials such as Principal Hilary Jones and Office Manager Lynn Wilcox, who had nothing but praise for the partnership forged as part of the Faces of Change program Crescent founded in 1997 to help tens of thousands of needy children nationwide.



Students stand by a note of thanks on the school's marquee, erected by Crescent.

"They are a wonderful, caring, giving partner with unique ideas and hearts of gold," Wilcox said.

The school has 673 students attending kindergarten through fifth grade. About 38 percent of them are classified as having limited English proficiency, 54 percent are Hispanic and 68 percent qualify for free and reduced-cost lunch.

If you'd like to help, contact Jaci Zweig at 697-6805 or jjzweig@crescent.com.

Hughes Center Campus Amenities

Lodging

Residence Inn by Marriott at Hughes Center
370 Hughes Center Drive
702.650.0040

Restaurants

Bahama Breeze
375 Hughes Center Drive
702.731.3252

Del Frisco's Double Eagle Steak House
3925 Paradise Road
702.796.0063

Gordon Biersch
3987 Paradise Road
702.312.5247

Hamada of Japan
365 E. Flamingo Road
702.733.3005

Lawry's The Prime Rib
4043 Howard Hughes Parkway
702.893.2223

McCormick & Schmick's Seafood
335 Hughes Center Drive
702.836.9000

Starbucks
395 Hughes Center Drive
702.672.3991

The Sidewalk Café
3800 Howard Hughes Parkway
702.735.4055

Personal Services

Massage
702.595.1478

The Old Shoes Shoeshine
702.672.3991

Executive Mobile Wash
702.656.0716

Prestige Mobile Wash
702.499.5953

Galloping Valet
702.362.1046



Hughes Center welcomes Tammy Coffin to the team

As the newest member of the team at Hughes Center, Property Manager Tammy Coffin has an obvious love of learning.

It's reflected in her job, which involves learning as much as she can about Hughes Center customers and their needs.

"In addition to normal property management, a big part of my job is developing good relationships with all our customers so they have one point of contact," she said.

She has enjoyed getting to know customers in the five office buildings she manages at Hughes Center, including those at 3763, 3753, 3770, 3980 and 3960 Howard Hughes Parkway.

This hands-on, high-touch approach is paying dividends. She now considers many of her customers to be friends. And she's happy to hear them share their thoughts, needs and suggestions with her on a regular basis.

When she's not working, the mother of two UNLV students attends classes at night at Nevada State College, where she's pursuing a four-year degree in business administration.

"My intent is to go on to law school (most likely at UNLV's Boyd School of Law)," she added.

Tammy, who also studied real estate law at UNLV, has lived in Las Vegas since 1981. She joined Crescent last year after working as a senior property manager for Territory Incorporated.

"I really enjoy being here," she said. "The atmosphere and the customers at Hughes Center are amazing."

CONGRATULATIONS!

Hughes Center congratulates the following firms for having attorneys named to

Nevada Business Magazine's LEGAL ELITE 2011

Jones Vargas	Greenberg Traurig
Gordon & Silver	Snell & Wilmer
Holland & Hart	Lewis and Roca
Fox Rothschild	Gordon & Rees
Kemp, Jones & Coulthard	Armstrong Teasdale
Jolly, Urga, Wirth,	Pisanelli Bice
Woodbury & Standish	

A Letter from Property Management



As our cover story in this newsletter suggests, Hughes Center owes all its success to its customers. That fact really hits home as we head into 2012, which marks the 25th anniversary of Hughes Center.

Many of our customers know Hughes Center is home to the area's leading businesses and that it offers nearly 1.4 million square feet of Class A office space. But it's much more than that. It's also home to world-class restaurants, a popular non-gaming hotel, luxury living and all the amenities business leaders need to succeed.

Most of all, it's the workplace for more than 113 companies, with a population base of more than 3,000 people.

Here are some other facts about Hughes Center:

- ◆ Hughes Center is the Las Vegas Valley's premier 68-acre mixed-use, master-planned business center developed by The Howard Hughes Corporation.
- ◆ The property was purchased in 2003 by Crescent Real Estate Equities.
- ◆ Hughes Center celebrated its official grand opening on May 4, 1987, with the opening of its first office tower, at 3800 Howard Hughes Parkway.
- ◆ Hughes Center welcomed its first customers with the opening of the 17-story tower at 3800 Howard Hughes Parkway that is now known as the "Wells Fargo Tower."
- ◆ Continuing its connection to Hughes Center, Wells Fargo Bank recently renewed its lease for more than 60,000 square feet of space it has occupied there since 1987.
- ◆ More than 24 of Nevada's top law firms are located here.
- ◆ New transit stops inside Hughes Center offer easy access to public transportation services offered by the Regional Transportation Commission of Southern Nevada.
- ◆ Hughes Center is designed to be an economic catalyst. By providing the finest amenities and office environment in Las Vegas, it attracts new companies and diversifies the local economy.

Going forward, our plans for Hughes Center include additional Class A office buildings and retail space. When conditions warrant, an eight-story office tower with 175,000 square feet is designed and ready for construction at 3893 Howard Hughes Parkway.

We'll keep you informed of all the ways you can join us in celebrating Hughes Center's 25th anniversary. In fact, we welcome your ideas.

Meanwhile, we'll continue focusing on attention to detail, customer service and attracting the best businesses to "Nevada's Business District."

Thanks for 25 great years.



Leslie Balbo, Director of Property Management

