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**URBAN WORD, LLC BREAKS GROUND ON ‘STERLING BUILDING’ RENOVATION
AT 811 SOUTH BROAD STREET TARGETING LEED CERTIFICATION**

Another investment by Urban Word, LLC and Trenton Makes in the redevelopment and revitalization of South Broad Street will add to the commercial success of the area, the quality of life in the South Ward and will offer an environmentally conscious leasing opportunity.

Trenton, NJ – Tuesday, January 19, 2010 – Urban Word, LLC and its development partners, Trenton Makes, Inc. and WSP Associates, LLC will hold a groundbreaking ceremony on January 27th at Noon to mark the renovation of the Sterling Building at 811 South Broad Street. The project is a mixed-use redevelopment project attempting to achieve LEED Certification.

The LEED Green Building Rating System™ is a nationally accepted benchmark for evaluating sustainable sites, water efficiency, energy and atmosphere efficiency, material and resource selection and indoor environmental quality.

The 2-story, 5600 square foot property known as the Sterling Building is located in a densely populated area with high-levels of pedestrian and vehicular traffic. One of only a few LEED-registered buildings in Trenton, the construction and design elements emphasize sustainable, green practices.

Upon completion, the Sterling Building could be Trenton’s first LEED Certified building. The building will include the following features: solar panels; a bike depot; energy efficient heating, cooling, lighting and appliances; structurally insulated panels; ceiling fans; and sustainable materials such as low VOC paint and bamboo floors. Construction and operations support the reduction of waste and the use of local and regional contractors. Project Manager Vince Pucillo, LEED AP is working with the structural engineering firm of Jason Tarantino, Inc. and architecture group, Design on the Square, LLC to preserve the existing structure of the building, which includes cast iron columns on the first floor and 30 foot trusses on the second floor.

The first floor of the property will be marketed for retail use and the second floor is designed for one 2800 SF loft or two smaller lofts, featuring 20 foot ceilings and skylights. The project is situated in an urban location, near mass transit hubs such as the Trenton Transit Center, which houses the Amtrak station on the Northeast corridor line, SEPTA and New Jersey Transit. The property is also near NJ Transit’s River Line, and bus lines.

Like Trenton's communities, the project builds on the past, with a reinvigorated view toward the future. "Not only does this project continue the City's vision for a revitalized South Broad Street corridor, it builds on our Trenton Green Initiative as an environmentally sustainable building", said Douglas Palmer, Mayor of Trenton. "It takes advantage of Trenton's transportation infrastructure in that it is close to mass transit and part of a walkable neighborhood and the design incorporates the kinds of efficiencies that will reduce the environmental impact on the community and on society."

The project marks the continuing efforts of Urban Word to revitalize the urban commercial area in Trenton. "We saw an opportunity to continue our investment in the revitalization of the South Broad Street commercial corridor because we saw a lot of new businesses opening in the area near the Sterling Building. In addition to work that we have done near the arena, we want to work with the residential community that is pulling together in a positive way in South Trenton and to join with other business owners that have been working here for a long time", said Roland Pott, Managing Member, Urban Word, LLC. "For the loft residential space on the upper floor, we will be targeting an artist or design enthusiast, and marketing to this class of buyer is something that we have done successfully in the past."

"The County has made significant investments of its own along the South Broad Street corridor, including current plans to construct a new courthouse, the construction of an arena, investments in lighting and streetscape improvements, and enhancing County properties in the area," added County Executive Brian M. Hughes. "We encourage development in this critical portion of the city, including the renovation of the Foundry building, and the County works diligently to find private sector partners who are interested in developing sites such as the Roebling property. It is great to see that local developers such as Urban Word and Trenton Makes are partnering with us to drive toward more economic development here."

"We are especially delighted to count Trenton, our state capital, as a progressive green model where we have local developers and business partners participating in this work," said Florence Block Executive Director, NJ Chapter of the US Green Building Council. She added, "This fully supports our mission...to be New Jersey's foremost coalition in the public and private sectors promoting the planning, design, construction, and operation/maintenance of buildings that are environmentally responsible, cost effective, productive, and healthy places to live, learn, and work."

Scheduled to take part in the groundbreaking ceremony are Mayor Douglas Palmer of the City of Trenton; Mercer County Executive Brian Hughes; and a representative from the Mercer Regional Chamber of Commerce.

The following is a partial list of project team members:

Vince Pucillo, LEED AP is the Project Manager.

Brian Viehland, AIA, of Design on the Square, LLC is the architect.

Hostein White is responsible for the mechanical, electrical and plumbing engineering.

Jason Tarantino of Jason Tarantino, Inc. will be responsible for structural engineering.

Segal Commercial Real Estate will offer real estate brokerage services.

Team members can be reached for further comments.

For information about the groundbreaking or additional leasing information contact Urban Word or Trenton Makes, 609-656-1199.

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Trenton Makes® , Inc <http://trentonmakesllc.com> was formed in 1997. The company owns approximately 30,000 square feet of retail, office and studio space at in Trenton, NJ. Trenton Makes® was the vision of a group of partners including real estate developer and entrepreneur Roland Pott. The original Trenton Makes Center project at 439 South Broad Street stands as an example of the up and coming entertainment district at the corner of Hamilton Ave. and South Broad St, across the street from the 10,000 seat Sun National Bank Center Arena. Trenton Makes is committed to the urban revitalization of Trenton, NJ through art and commerce and is a member of the US Green Building Council.

Urban Word® , LLC <http://urbanword.com/> is a leading redeveloper of commercial and mixed use properties and a catalyst for the revitalization and sustainability of thriving neighborhoods. Urban Word provides services in real estate development, property management, real estate and business brokerage and event management. Urban Word, LLC is a member of the Mercer Regional Chamber of Commerce.

The U.S. Green Building Council is the nation's leading coalition of corporations, builders, universities, government agencies, and nonprofit organizations working together to transform the way buildings are designed, built and operated. Green buildings are environmentally responsible, profitable and healthy places to live and work. Since its founding in 1993, the Council has grown to more than 8,400 member companies and organizations, and a network of over 70 local chapters, affiliates and organizing groups.