

NEWS RELEASE



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FOR IMMEDIATE RELEASE

FIRST RESIDENTS MOVE INTO THE UPTOWN APARTMENT COMMUNITY IN DOWNTOWN OAKLAND

OAKLAND, CA – The first group of residents has moved into The Uptown apartments, a new sustainable, transit-oriented, development located in the heart of Oakland’s historic arts and entertainment district. The mixed-use community consists of four city blocks located between Telegraph Avenue, 19th Street, Thomas L. Berkley Way and San Pablo Avenue, in the Uptown district of downtown Oakland.

The new residents have leased 188 apartment homes in the William, the first of three distinctively designed apartment buildings encompassed by The Uptown, according to Cindy Wick, vice president of Forest City Residential Management, Inc. The Telegraph, second phase of The Uptown, is now leasing and will soon be ready for occupancy.

The William features a fashionably edgy design and chic color palettes with one-, two- and three-bedroom floorplans in two designer-finish interior packages. The lobby has café-style seating, stainless steel accents, a silent film projection and sustainable interior materials. It also incorporates two interior courtyards with private patios, wood decking and lush landscaping. “The William represents the very best in urban living and is a great beginning for The Uptown,” said Wick. “It offers a wide range of lifestyle opportunities for residents, many of whom are attracted to

the excitement of living in the arts, entertainment and retail district in the heart of downtown Oakland.”

The Uptown is being built by Forest City Residential Group, Inc., through a joint venture with MacFarlane Partners. The project represents a true public partnership between the two firms and the City of Oakland Redevelopment Agency which is making an investment in the Arts and Entertainment by leasing the site to the Forest City/MacFarlane venture, financing all the streetscape improvements including new sidewalks, street benches, trees and paving as well as a new public park to provide much needed downtown open space.

“The Uptown is more than a new urban community,” said Wick. “It is an integral part of the revitalization of the city’s downtown area as well as a leader in transit-oriented development and environmentally sustainable projects.”

The Uptown is expected to attract residents who represent a mixture of lifestyles and ages, including young professionals, who work in the Bay Area and want to be part of Oakland’s revitalized arts and entertainment district. The Uptown is located near the Oakland City Center and Paramount Theatre, and is adjacent to the iconic Fox Theater, which is being restored by the City of Oakland.

As an environmentally friendly residential development, The Uptown has earned a LEED Silver certification by the U.S. Green Building Council – the first such designation for a multifamily building in Oakland. The LEED Green Building Rating System is the nationally accepted benchmark for the design, construction, and operation of high-performance green buildings. LEED (the acronym for Leadership in Energy and Environmental Design) promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.

The Uptown’s sustainable components include designated parking for hybrid or alternative fueled vehicles, landscaping that uses approximately 50 percent of the water normally required for irrigation, recyclable trash chutes, and low-flow shower heads and lavatory faucets that reduce water usage by 20 percent. All adhesives, sealants, paints, and carpets in interior and common areas will be classified as low VOC (Volatile Organic Compound) for better health and indoor-air quality due to reduced gases. Further, at least 20 percent of construction materials will be manufactured regionally (within 500 miles of The Uptown) and purchased locally, with at least 90 percent of waste generated by the construction being recycled rather than taken to a landfill.

Designed by MVE Architects & Partners using “smart growth” principles, The Uptown is also a transit-oriented development located within walking distance of the 19th Street/Oakland BART station and the 15 AC Transit bus line. Zipcar, a shared vehicle service, is available onsite exclusively to The Uptown residents, allowing easy living without a personal car.

Don Nielsen, Ph.D., a clinical psychologist with Kaiser Permanente’s Regional Workplace Safety center and a recent transplant from Albion, MI, couldn’t be happier with his new urban lifestyle, especially the access to public transportation. “Using public transportation, I was able to go eight weeks without purchasing gas for my car,” he says. “Between BART and the bus system, I can go just about everywhere I need to go.”

Nielsen says his wife, who still lives in Michigan but will be joining him soon, found The Uptown on-line and both of them immediately knew this is where they wanted to live. “Our children are

grown and at our stage in life, this is a great place for us. We can walk to most services that we need and if we need to go out of our neighborhood, we jump on BART or the bus. Even our English bulldog is happy here.”

When completed by the end of the year, the pioneering Uptown community will offer 665 distinctive apartment homes – 25 percent of which will be designated as affordable rental housing for low- and moderate-income residents – as well as 9,000 square feet of street-level retail. To best serve its socially active residents, Wick said lobby areas feature ample seating arranged to facilitate casual conversations. Community amenities will include a fitness center, game room, theater room, pool and spa with expansive outdoor amenity deck, an art gallery, and even a poker room.

The Uptown lifestyle also accentuates outdoor living with outdoor kitchen/grilling areas, inner courtyards featuring soothing water features, seating areas, lush landscaping with private vignettes, and outdoor dining areas for private parties and impromptu get-togethers.

For more information, visit www.theuptown.net.

Forest City Residential Group is a subsidiary of Forest City Enterprises, Inc., a \$10-billion, NYSE-listed national real estate company. The company is principally engaged in the ownership, development, management and acquisition of commercial and residential real estate and land throughout the United States. For more information, visit www.forestcity.net.

MacFarlane Partners is one of the leading real estate investment management firms in the United States, with \$20 billion in assets under management. Founded by Victor B. MacFarlane in 1987, the firm is considered a pioneer of the urban investment concept among institutional real estate managers, and offers an array of investment programs for its institutional capital partners that are derived from its core competencies in property development, smart growth/urban revitalization, and single-family home building. It is headquartered in San Francisco, with regional offices in Los Angeles; Washington, D.C.; and the greater New York metropolitan area. For additional information, please visit the firm's Web site at www.macfarlanepartners.com.

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