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### **RCS Real Estate Advisors Opens New Office in Chicago, Hires Scott Keeney as Senior Vice President and Kenneth Green as Vice President**

**NEW YORK, NY**, April 8, 2009 — New York, NY-based RCS Real Estate Advisors, the pre-eminent real estate advisory firm to the retail industry, announced today the opening of their Chicago office and the addition of Scott Keeney as Senior Vice President and Kenneth Green as Vice President. Both Keeney and Green will be based in the new Chicago office. RCS Real Estate Advisors President and CEO Ivan L. Friedman made the announcement.

Keeney joins the firm with more than 25 years of retail leasing experience, having served most recently as Senior Vice President Leasing Management with General Growth Properties (GGP). In this capacity, he was GGP's lead lease workout specialist, successfully generating more than \$60 million in termination revenue. During his tenure there, he was responsible for managing a 48-mall, \$5 billion portfolio. In his new position, he will be responsible for negotiating real estate leases.

"It's an exciting time to join the RCS Real Estate Advisors team," said Keeney. "I am eager to put my expertise in lease negotiating to work for RCS and their retail clients. In this economy, it is imperative that retailers evaluate their real estate in order to decrease their occupancy costs and maximize their profitability."

Green brings with him more than 30 years of combined retail real estate and legal experience. Most recently, Green served as Vice President of Real Estate and General Counsel for Namco Cyberertainment Inc. where he was responsible for managing the real estate, legal, construction, repair and lease administration departments. His responsibilities with RCS Real Estate Advisors will include negotiating real estate leases for the firm's clients.

"We are pleased to have Scott and Ken on board," said Friedman. "They are seasoned professionals in the industry, already serving an integral role in the growth of our company. We are in unprecedented times when it's more important than ever that we help our clients reach the best lease terms possible. With these additions to our team and the opening of our new office, our firm is more capable than ever to deliver the stellar results our clients have come to expect."

RCS Real Estate Advisors provides innovative solutions that unlock the potential of retail real estate assets for clients across the United States. Founded in 1981, the firm specializes in helping retailers evaluate their real estate portfolios, shed underperforming stores and reduce occupancy costs. RCS also provides various services to retailers looking to expand their footprint. The firm operates through a unique mix of three practice areas—Growth and Development, Restructuring and Portfolio Optimization, and Investment Advisory and

Press Release

Participation—offering services that include expansions, rent renegotiations, dispositions and equity investments. For more information about the firm and its track record of working as a partner to deliver results for top-name retailers, please visit [www.rcsrealestate.com](http://www.rcsrealestate.com).

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