

FOR IMMEDIATE RELEASE

***ROONEY & ASSOCIATES LAUNCHES COMMUNICATIONS SERVICE OFFERING
FOR SELECT NON-TRADED REITS***

New York, NY, August 26, 2010 – Rooney & Associates, a leading New York public relations agency for the financial services, commercial real estate and REIT industries, announced today the launch of a discrete communications offering to support the brand building initiatives of non-traded real estate investment trusts.

“The sponsors of non-traded REITs could benefit from strategic public relations support to help educate the investor and financial advisor marketplaces on the advantages of this investment brand,” stated Terry Rooney, CEO. “Closing the information gap will improve investor and advisor receptivity and accelerate the achievement of a sponsor’s goals. And our years of experience counseling publicly-traded companies provide us with a useful insight on how to influence investor and advisor behavior within the parameters permitted by regulators.”

According to an article in the May 2010 issue of *National Real Estate Investor*, “[T]here are about 100,000 financial advisors who can offer non-traded REITs to their clients, but less than 20% of these advisors are recommending non-traded REIT programs.” The article points out that this gap is due, in part, to a limited understanding of the product line.

“Individual investors have been whipsawed by stock market volatility and the better non-traded REITs offer stable, attractive dividend yields and provide a safe harbor from stock market fluctuation,” stated Chenoa Taitt, partner of Rooney & Associates. “This is an attractive message we want to bring on behalf of our non-traded REIT clients to the attention of our contacts in the leading U.S. business media. By generating quality and informed media coverage of our non-traded REIT clients, we can help them realize their capital raising objectives.”

About Rooney & Associates

The principals of Rooney & Associates have over 40 years of experience representing both publicly-traded and private companies in financial services and commercial real estate as well as real estate investment trusts. Their clients have included Cohen & Steers, the REIT asset manager; Aegis Realty Inc., a shopping center REIT; Capstone Capital Corp., a mortgage REIT for healthcare properties based in Birmingham, AL; Walden Residential Properties, an apartment REIT based in Dallas; G&L Realty, a healthcare REIT based in Los Angeles; HGI Realty, one of the largest developers and operators of factory outlet centers and Equitec Financial Group, the real estate syndicator formerly run by Ken Nitzberg, now CEO of Devon Self Storage Holdings.

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