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Rooker Announces Partnership to Develop Studio Facility at Shannon Mall Site
Commercial real estate developer also to develop 1.1 MSF industrial building

Atlanta, October 27, 2014 – Rooker, an Atlanta-based real estate development and construction company, announced today two projects totaling 1,479,350 square feet, including a partnership with 404 Studio Partners to develop a purpose-built film and television studio facility at the former Shannon Mall site in Union City, Ga., south of downtown Atlanta. The first phase of the 345,000-square-foot film and television studio facility, to be built on 25 acres, will include 130,500 square feet of sound stages, 60,000 square feet of office space and 50,000 square feet of mill (construction and flex space).

Rooker, which purchased the 90-acre property in February 2014, will be the Developer and General Contractor of the studio complex, named Atlanta Metro Studios. 404 Studio Partners, led by a team of film and television production professionals, including a former Turner Entertainment Group producer and the former President of Physical Production at Universal Studios, will be the exclusive sales, marketing and operations management company for the studio facilities.

In addition, on the site, Rooker will develop a 1.1-million-square-foot distribution facility on 65 acres. Colliers International is the exclusive leasing agent for the distribution building, which will be designed to accommodate large-scale consumer product and e-commerce business operations. Design features for the distribution facility include 36-foot clear heights, 60-foot-wide bay spacing, ESFR fire suppression and 900 parking spaces.

“We couldn’t be happier to have one of the largest studio facilities in the state call Union City home,” said Mayor Vince Williams. “Today is about a city rising and partnering with the private sector to bring new jobs and new opportunities to our community’s front door. We are grateful to Rooker and 404 Studio Partners for their vision and the catalyst they have provided in driving additional retail and restaurant options for the people of Union City. The City Council and I have been extremely eager to bring high-quality development to the site, and this initiative will be an excellent addition to the growing base of businesses in Union City.”

Rooker Teams with 404 Studio Partners to Develop Film and Television Studio Facility

“Production companies are picking Georgia because we have the entire package – a business-friendly environment, statewide accessibility, diverse locations and a skilled crew base,” said Governor Nathan Deal. “This new Union City complex will include a state-of-the art studio facility as well as a 1.1 million-square-foot distribution center to support the region’s growing demand for a logistics hub. Georgia is one of the fastest growing entertainment production centers in the nation and facilities such as this one will play a vital role in long-term infrastructure growth.”

Added Chris Carr, Commissioner of the Georgia Department of Economic Development: “The film industry is a powerful economic generator in Georgia – creating jobs and investment opportunities across the state. Not only will Atlanta Metro Studios generate jobs, it will also ensure the industry’s sustainability by creating new infrastructure to meet the growing need for studio space.”

404 Studio Partners has designed the studio facility specifically to accommodate large-scale film and television productions. The company is led by Ed Richardson (Founder & CEO), the owner of R&R Productions Worldwide, a Georgia-based production company, and an independent film and television producer; Brian Livesay (CEO), the co-founder of Radish Lighting LLC, which has working relationships with major film and television production studios across the U.S.; John A. Brubaker, (Founding Partner), third-generation film professional with more than 28 years of production experience; and James D. Brubaker (Founding Partner), the former President of Physical Production at Universal Studios and film producer credited with some of the industry’s highest-grossing films.

“Georgia offers the film and television industry a number of key advantages, including production tax incentives, strong state and city leaders who are committed to promoting the industry, and a growing infrastructure and workforce,” said Richardson. “Atlanta Metro Studios will provide large-scale film and television content creators the additional benefits of a purpose-built studio facility, a central location only five minutes from Hartsfield-Jackson Atlanta International Airport and less than 20 minutes from Midtown Atlanta, and a marketing and management team with extensive industry knowledge and experience.”

Livesay added, “404 Studio Partners is proud to partner with Rooker for this studio development. It’s also very exciting to be able to build a studio facility within an established community – Union City – that provides producers and film crews convenient access to restaurants, stores, hotels, banks and more.”

Vertical Construction to Start March 1, 2015; Completion in Fourth-Quarter 2015

Demolition of the Shannon Mall buildings is under way. Vertical construction of both the studio facility and the distribution building will begin March 1, 2015, with completion expected in fourth-quarter 2015. Located off Jonesboro Road adjacent to Interstate 85 in South Fulton County, the project offers excellent visibility from the highway.

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Rooker's successful development track record spans 50 years and includes the 250-acre Gwinnett Progress Center, the second largest business park in metro Atlanta. The company has developed distribution and manufacturing facilities for Ford Motor Co., FedEx, Office Depot, Havertys Furniture, USDA, Home Depot, Owens and Minor and several build-to-suit facilities across the southeast for Georgia Crown Distributing Company.

"This is an opportunity for Rooker to partner with an experienced team of film and television production professionals to build something much larger and impactful to the community than we initially envisioned for the site," said John Rooker, CEO of Rooker. "At the same time, we're thrilled to participate in a project that will bring economic development and hundreds of jobs to Union City while meeting the need for high-quality distribution space in a prime location near Hartsfield-Jackson International Airport."

Shannon Mall, which at its peak featured a total of 95 stores, closed in November 2010. In addition to state tax credits specifically targeted to the film and television industry, the redevelopment is eligible to receive Opportunity Zone tax savings of up to \$3,500 per job created. It is also eligible for incentives through the Union City Tax Allocation District, an incentive plan geared toward redevelopment and infrastructure improvements.

Rooker's ongoing developments include the 320-acre Riverside West Business Park in Douglasville, Ga., Commerce 85 Business Park in Jackson County, and Creekside Industrial Park in Newnan, Ga., which houses Yamaha Motor Co., the U.S. Department of Agriculture, Sygma and many other businesses.

About Rooker

Rooker, www.RookerCo.com, is a full-service real estate development, design and construction firm specializing in the industrial, office and government segments. Rooker helps companies in the manufacturing, warehousing and distribution sectors with everything required to build a new facility. As a developer of business parks, Rooker has extensive experience working with state and local development authorities. Rooker has been successful, in part, due to its innovative, unique financial partnership arrangements that help local authorities to build business parks to stimulate local economies without burdening those authorities with large up-front investments.

About 404 Studio Partners

404 Studio Partners is an Atlanta-based studio development and operations management company formed to create new purpose-built film and television studio infrastructure in the Atlanta metropolitan area. 404 Studio Partners has partnered with Rooker to create Atlanta Metro Studios. The company's purpose-built facility is being designed by film and television production veterans to support large-scale film and television content creators. 404 Studio Partners and Atlanta Metro Studios are proud to call Union City, Ga., home. The studio facility location is just five minutes from Hartsfield-Jackson Atlanta International Airport and less than 20 minutes from midtown Atlanta. 404 Studio Partners is the exclusive sales, marketing and operations management company for Atlanta Metro Studios, (www.404StudioPartners.com).

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About Colliers International

Colliers International is a global leader in commercial real estate services, with over 15,800 professionals operating out of more than 485 offices in 63 countries. A subsidiary of FirstService Corporation, Colliers International delivers a full range of services to real estate users, owners and investors worldwide, including global corporate solutions, brokerage, property and asset management, hotel investment sales and consulting, valuation, consulting and appraisal services, mortgage banking and insightful research. The latest annual survey by the Lipsey Company ranked Colliers International as the second-most recognized commercial real estate firm in the world. For the latest international news from Colliers International, visit colliers.com/us/news.

About Union City

Union City is a vibrant community known for its growing business district, wonderful neighborhoods, and commitment to an enhanced quality of life. Located in the southern portion of Fulton County and only fifteen minutes from Hartsfield-Jackson International Airport, the community provides the perfect avenue for welcoming business, visitors, tourists and new residents. Learn more about the exhilarating shift of this progressive City by visiting www.UnionCityGA.org