



## PRESS RELEASE

For Immediate Release

### **CRESCENT ADDS HOUSTON CONVENTION & VISITORS BUREAU TO HOUSTON CENTER**

*Bureau to relocate to 29,000 square feet in 4 Houston Center*

**HOUSTON (October 11, 2011)** – Crescent Real Estate Holdings LLC announced today that Greater Houston Convention and Visitors Bureau (CVB) signed a new lease of 29,000 square feet at 4 Houston Center in Houston's Central Business District. The CVB is expected to relocate to their new offices by December of 2011. Debbie Wilson, vice president of leasing for Crescent Property Services, Inc., represented the owner while Dan Boyles, a principal at NAI Houston, represented the Convention and Visitors Bureau.

The Convention and Visitors Bureau's lease of various spaces in Houston's City Hall is ending and the bureau was looking for a first class space in a central location that would better accommodate all of the bureau's employees and the needs of its members and clients, according to Greg Ortale, president and CEO of the Greater Houston Convention and Visitors Bureau. Ortale added that while the bureau's service to Greater Houston is much broader than just downtown, it would be convenient to be downtown near the G.R. Brown Convention Center where visitors to the bureau could walk to restaurants, hotels and the convention center.

"This move is a win-win for our clients, members and employees. Our clients will be able to get a first-hand look at some of Houston's key assets from our offices and we'll dispel some of the image misperceptions when they see that Houston has green space," Ortale said.

In addition to finding a convenient floor plate to house the entire bureau, Ortale was looking for a cost-effective, vibrant space with good amenities for staff and employees and a central location for CVB members coming to the office. "Our employees and members will enjoy the good parking options, the sky bridge and tunnel access. Having the retail shops and restaurants in The Shops attached to 4 Houston Center and the Kelsey-Seybold clinic and pharmacy is a bonus and excellent amenity for our employees," Ortale added.

"Crescent believes this is strategic move that will help the Greater Houston Convention and Visitors Bureau, its members and customers, as well as all the customers in Houston Center and The Shops at Houston Center," said Wilson. "The move to 4 Houston Center places the bureau adjacent to downtown's prime convention, hotel and entertainment venues – the George R. Brown Convention Center, the sports stadiums and Discovery Green. At the same time, convenient transportation options and easy access in and out of downtown to all areas of Greater Houston will serve the Convention and Visitors Bureau well from 4 Houston Center."

### **ABOUT HOUSTON CENTER**

Houston Center is the premier business, living and leisure complex in Houston's Central Business District. Its city-within-a-city concept features office space, luxury lodging, restaurants, shopping, banking, health and fitness, and residential high-rise living – all linked by sky bridges and underground pedestrian tunnels. Houston Center features four office towers with 4.2 million square-foot of Class A office space located in the Central Business District in Houston, TX. The multi-block complex has been artfully developed according to classic design principles as an exciting urban environment for people. For more information, visit Houston Center website at [www.houstoncenter.com](http://www.houstoncenter.com). 4 Houston Center is a sixteen-floor office building with 674,246 square feet of Class A space that rises above the three-story The Shops at Houston Center. The Shops feature restaurants, food court, entertainment, upscale shopping and health and medical facilities, including a full-scale Kelsey Seybold medical clinic and pharmacy.

## **ABOUT CRESCENT**

Crescent Real Estate Holdings LLC is headquartered in Fort Worth, Texas. Through its subsidiaries, Crescent owns or manages a portfolio of 35 premier office buildings totaling over 17 million square feet located in select markets across the United States with major concentrations in Dallas, Houston, Denver and Las Vegas. Crescent also holds investments in resort residential developments in locations such as Scottsdale, Vail Valley, and Lake Tahoe; luxury hotels; and the wellness lifestyle leader, Canyon Ranch®. For more information, visit Crescent's Web site at [www.crescent.com](http://www.crescent.com).

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## **FOR MORE INFORMATION**

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