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## LISA PRASAD JOINS U<sup>3</sup> VENTURES

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PHILADELPHIA: U<sup>3</sup> Ventures announced today that Lisa Prasad will join the company as Principal. Ms. Prasad is a noted expert in university retail development and higher education administration. “We are very fortunate to have recruited Lisa to U<sup>3</sup> Ventures,” said Omar Blaik, President and CEO of the company. “She brings tremendous expertise and talent to our enterprise.”

Ms. Prasad comes to U<sup>3</sup> Ventures from the University of Pennsylvania, where she was an Associate Vice President in the Facilities and Real Estate Services Division. In this capacity, she oversaw the division’s \$350 million annual capital and operating expenditures related to developing and maintaining Penn’s physical assets, both institutional and commercial.

Ms. Prasad also defined Penn’s merchandising strategy and had leasing oversight for the University’s 380,000 square foot retail portfolio, which generated an estimated \$100 million in annual sales. Penn’s retail assets were instrumental in transforming the University of Pennsylvania into one of the foremost urban university campuses in the country. Prior to that, Prasad served as the Chief of Staff to the Executive Vice President where she was key in coordinating the University’s West Philadelphia Initiatives, a comprehensive neighborhood and real estate redevelopment strategy that was awarded the 2003 Urban Land Institute Award for Excellence.

“I am delighted to be part of U<sup>3</sup> Ventures and eager to apply my experiences to the development of other university campuses,” said Ms. Prasad.

U<sup>3</sup> Ventures is a real estate and community development firm created to focus on development opportunities around urban universities. The company partners with universities nation wide to channel their economic activity to create vibrant and sustainable real estate markets around their edges. U<sup>3</sup> Ventures brings together the often diverse interests of anchor institutions like universities, their neighborhoods and communities, and private real estate developers.