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exemplar

PRESS RELEASE

EXEMPLAR AND THE BEDFORD ESTATES FORM PARTNERSHIP

Exemplar to purchase long leasehold and redevelop One Bedford Avenue

London, 24th September 2012 – Exemplar and The Bedford Estates have formed a joint venture to redevelop One Bedford Avenue, a site comprising two existing retail and office buildings fronting Tottenham Court Road.

The redevelopment will ultimately deliver a mixed use scheme comprising high quality retail, offices and residential accommodation. This will further build on the wide ranging improvements to the environment around Centre Point. A planning application will be submitted next year, which if successful could lead to the project being completed in 2016, in time for the delivery of Crossrail in 2017.

Daniel Van Gelder, co-Founding Partner of Exemplar said:

“We are excited to be working to see the redevelopment of this flagship project. We will be engaging with local stakeholders to ensure we deliver a scheme that enhances and adds value to this fantastically well connected location in the heart of London.

We are proud that The Bedford Estates chose Exemplar as their partner; this continues to grow our partnerships with the major landowners of central London, which also includes The Crown Estate and The City of London Corporation.”

Mark de Rivaz, Steward of The Bedford Estates said:

MORE

“The Bedford Estates has always been a beacon of best practice as we continue to renew our holdings in Bloomsbury. We are delighted to be partnered with Exemplar who shares our own views and aspirations for this exciting development opportunity.”

Savills represented The Bedford Estates and CBRE represented Exemplar.

ENDS

Notes to editors

About Exemplar

Exemplar is one of London’s most active and successful property developers in central London. The multi award winning privately-owned company based in Fitzrovia has worked on 25 projects totalling in excess of 4 million sq ft to date. Currently in Central London they are developing some 1.4m sq ft of projects in locations including Fitzrovia (Fitzroy Place), Regent Street (10 New Burlington Gardens & Block W5) and St James’s Square.

www.exemplar.co.uk

About The Bedford Estates

The Bedford Estates is a long term property owner and investor. The Bedford Estates has been responsible for the development and subsequent management of much of Bloomsbury for over three centuries.

As the largest private landowner in Bloomsbury, The Bedford Estates continue to be deeply committed to the area and its future. Through a continuing programme of careful maintenance and refurbishment, the Estates' historic buildings in Bloomsbury are being preserved and adapted for modern day usage. In concert with Camden Council, English Heritage and other stakeholders, The Bedford Estates continue to work for the improvement of the local environment to enhance its many attractions as a place to live, work and visit.

<http://www.bedfordestates.com>

FOR RESTRICTED RELEASE (PROPERTY WEEK) – 24th SEPTEMBER 2012
FOR GENERAL RELEASE – 28th SEPTEMBER 2012