



CONTINENTAL RETAIL DEVELOPMENT

FOR IMMEDIATE RELEASE

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**CONTINENTAL, THE PITTSBURGH PIRATES AND THE PITTSBURGH STEELERS
ANNOUNCE THAT FSN PITTSBURGH WILL JOIN THE NORTH SHORE**

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PITTSBURGH, PA —June 21, 2006 – Fox Sports Network (FSN) Pittsburgh will be joining the North Shore’s all-star lineup just in time for the 2006 All Star Week. FSN is a national cable news network that broadcasts sports news and talk across a range of affiliates in the United States. Continental Real Estate Companies Chairman Frank Kass made the announcement today.

“I am very pleased to be making this significant announcement with our development partners, the Pittsburgh Steelers and the Pittsburgh Pirates,” said Kass. “FSN Pittsburgh will truly have found its ‘center’ once it relocates between PNC Park and Heinz Field.”

FSN Pittsburgh will relocate its studios to a 6,500 square-foot first floor suite in the smaller Del Monte Center building in the fall of 2006. FSN Pittsburgh will also occupy the entire 12,000 square-foot second floor of the building for its administrative, management and sales operations. “The North Shore location puts us right in the middle of the action,” says FSN Pittsburgh Vice President and General Manager Steve Tello. “Our new, state-of-the-art ground floor studio will give our viewers an inside look at our productions. Pittsburgh has the best sports fans in the country and now they will be able to watch our shows live from outside the building as we telecast Penguins and Pirates games along with our extensive Steelers coverage.”

FSN Pittsburgh joins recently announced McFadden’s Restaurant and Saloon, Hyde Park Steakhouse and Calico Jacks Cantina on the “ground floor” of this exciting mixed-use project.

“Fox Sports Network Pittsburgh is part of a premier national cable television network and we are very pleased to welcome them to the North Shore,” said Art Rooney, president of the Pittsburgh Steelers. “From hockey to baseball to football and more, Pittsburgh has great teams and incredibly committed fans. FSN Pittsburgh’s presence in this new location will enhance the strong, ongoing development on the North Shore.”

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“We are very pleased with our progress at the North Shore,” said Kass. “To date, we have developed more than 400,000 square-feet of class A office space and 70,000 square-feet of ground floor retail/restaurant space at the North Shore. Of that space, we have already leased 365,000 square-feet of office and 50,000 square-feet of the retail/restaurant space in the Del Monte Foods and Equitable Resource buildings.

ABOUT FOX SPORTS NETWORK

FSN reaches nearly 81.5 million homes through its 20 regional sports channels, and serves as the only supplier of national, regional and local sports programming. FSN Pittsburgh, *Where Pittsburgh Fans Come First*, telecasts more than 2,000 hours of local programming each year including the Pittsburgh Pirates and Pittsburgh Penguins. FSN Pittsburgh also carries athletic contests and programming from the Steelers, University of Pittsburgh, Penn State, West Virginia, and the WPIAL Football Championships, among others. For the latest sports news and programming, visit www.foxsports.com <<http://www.foxsports.com>> keyword Pittsburgh or call 412-322-9500.

PHOTO OPPORTUNITY

The FSN Pittsburgh sign will be installed on the Del Monte Center building on Friday, June 23. Contact Jennifer Moreau at FSN Pittsburgh (412-237-8816) for more information.

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