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Press Release

FOR IMMEDIATE RELEASE

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*Announcing
PERSIMMON HILL
A High-End, Mixed Use Development
in Tallahassee's Prestigious Northeast*

TALLAHASSEE, FL, September, 2008... There are few times in a developer's career when the desirable elements of construction come together perfectly in one project. For Robert Parrish, owner and president of Parrish Group, one of Tallahassee's largest private developers, the perfect project is PERSIMMON HILL, a high-end, mixed use residential and commercial development in the prestigious Northeast section of Tallahassee. "Parrish Group is fortunate to have acquired one of the last parcels of land in this highly desired location suitable for a residential and commercial project of this caliber," says Parrish.

According to Parrish, developers strive for exceptional quality when considering location, design, variety in use of space, and topography, but usually must concede on one of the four elements in order to meet specific construction, zoning, or financial requirements. Not so with Persimmon Hill. This project is one of the few to feature all four elements:

- ✓ A location that features frontage along the heavily traveled Thomasville Road.
- ✓ Variety in use of space, with a combination of shops, restaurants, offices, and a distinctive boutique neighborhood featuring 20 home sites.
- ✓ Topography and plentiful century oaks—almost all of which will be preserved and highlighted by designer landscaping.
- ✓ Architectural design, influenced by "old world" style to create the feel of an intimate small town.

Located on Thomasville Road with 1,000 linear feet of road frontage, Persimmon Hill affords close proximity to Tallahassee's upscale neighborhoods and high visibility along the prestigious

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Northeast corridor. "We've been going where the market is asking us to go – which is the northeast corridor," says Parrish. "The advantage of Persimmon is the prominence tenants gain to the affluent Northeast market, as well as the opportunity for homeowners to buy a high-quality home within walking distance to a variety of boutiques, restaurants, and services."

Construction of the development begins in January 2009, with completion of the first phase expected by Fall 2009.

Highlights of the acre mixed use development include:

- 1,000 linear feet of frontage on Thomasville Road.
- 100,000 square feet of retail, restaurant, and general office space.
- A boutique residential neighborhood with 20 home sites.
- Convenient location next to 430,000 square-feet of retail and restaurant development.
- Build-to-suit office and retail space.
- Designer landscaping mixed with grand oaks.

Despite the depressed residential real estate market, Parrish Group has not experienced a decrease in the demand for commercial properties. "We are seeing a steady expansion of businesses, and we want to make sure we have the inventory available when they're ready for it," says Parrish. "We're in the business of helping companies grow," Parrish says. "Our investment in Persimmon Hill will give us another opportunity to serve their needs."

About Parrish Group

As one of the largest builders and developers of high quality commercial office, medical buildings, and residential communities in Florida's Capital City, Parrish Group offers 25 years of expertise in all facets of commercial real estate, including development, general contracting, design/build projects, and construction management. Our portfolio includes distinctive office locations and attractive subdivisions in the heart of Tallahassee's prestigious Northeast corridor.

For an interactive map, please visit www.ParrishBuilders.com.

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