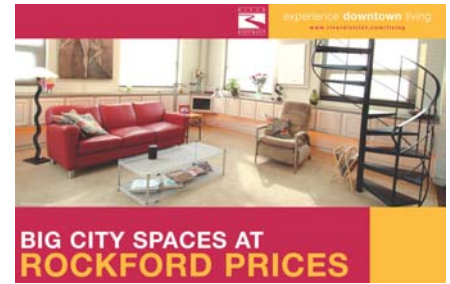




*** News Release ***

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River District Association Kicks off *Residential Marketing Campaign*

ROCKFORD, IL – River District Association announced today the start of the first ever ***Residential Marketing Campaign*** to aggressively promote Rockford’s Downtown River District neighborhood and its loft-style, urban living opportunities. The purpose of the campaign is to promote living in the downtown River District by reaching out to potential renters and buyers in the Rockford region.

Mayor Doug Scott, Alderman Doug Mark, and River District Association’s Residential Committee Member Kristina Pearson joined Kim Wheeler, Executive Director of the downtown advocacy group, in announcing the new ***Residential Marketing Campaign*** today. This Campaign ties in with the recent “Live It Up Downtown” Marketing Campaign the Association announced in October.

The dynamic ***Residential Marketing Campaign*** includes a promotional poster, which dramatically portrays the ambiance and excitement of an urban loft and tear-away sheets for responders to request information. Progress has already been made in collecting information about individuals who are interested in living downtown. This promotional piece will further the effort and strengthen the support material River District Association and the City of Rockford can provide to potential developers of residential property in River District. Approximately 50 posters will be displayed throughout the community in high traffic areas. Anyone who might be interested in learning about what opportunities are available now or in the future can contact River District through an email address, livingdowntown@riverdistrict.com or the website at: www.riverdistrict.com/living. This is also a fact finding exercise for River District to find out how many people want to rent or own, how much space an individual is looking for, how much money someone is willing to spend on rent or a mortgage, and more.

River District Association believes downtown residents will help sustain a 24 hours/7 days a week atmosphere needed to support the existing businesses, arts, culture, and entertainment opportunities available. “There are many pieces in a puzzle and one of the key pieces in a multi-faceted urban environment puzzle is establishing a solid and stable residential element. Other communities have already figured this out. We acknowledge this and are taking steps to secure a thriving future for Rockford’s downtown residential and business community,” says Kim Wheeler. “This campaign will strengthen the organization’s efforts as we move forward with

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further development plans for River District. It will also give us solid information to provide to potential developers.”

317 Market Street Gallery and Lofts just celebrated a 20 year anniversary. This was one of the first “loft” projects in the downtown area. Then a few more followed in later years. The Morrissey Building lofts project a few years ago re-kindled a growing interest in lofts and downtown living in our community. Now we have the William Brown Lofts with 30 units and others are being developed.

River District Association would like to recognize and thank *ginestrawatson*, a full service advertising agency, for designing the Residential Marketing Campaign posters. The photo provided by Greg Baker of Baker Studio is beautiful and Greg's contribution to this campaign is greatly appreciated.

River District Association is a private, 501(c)6 not-for-profit, membership based organization with over 460 members. The Association's mission is to create a growing, thriving, prosperous business and residential community in Rockford's downtown neighborhood, River District. River District Association strives to generate interest and increase activity in the area.

River District Association would like to recognize and thank its 2004 Sponsor Partners, Associated Bank, Amcore Bank, LaMonica Beverages, Lorden Distributing Co., Rockford Area Convention & Visitors Bureau, and William Charles Investments, Inc.

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