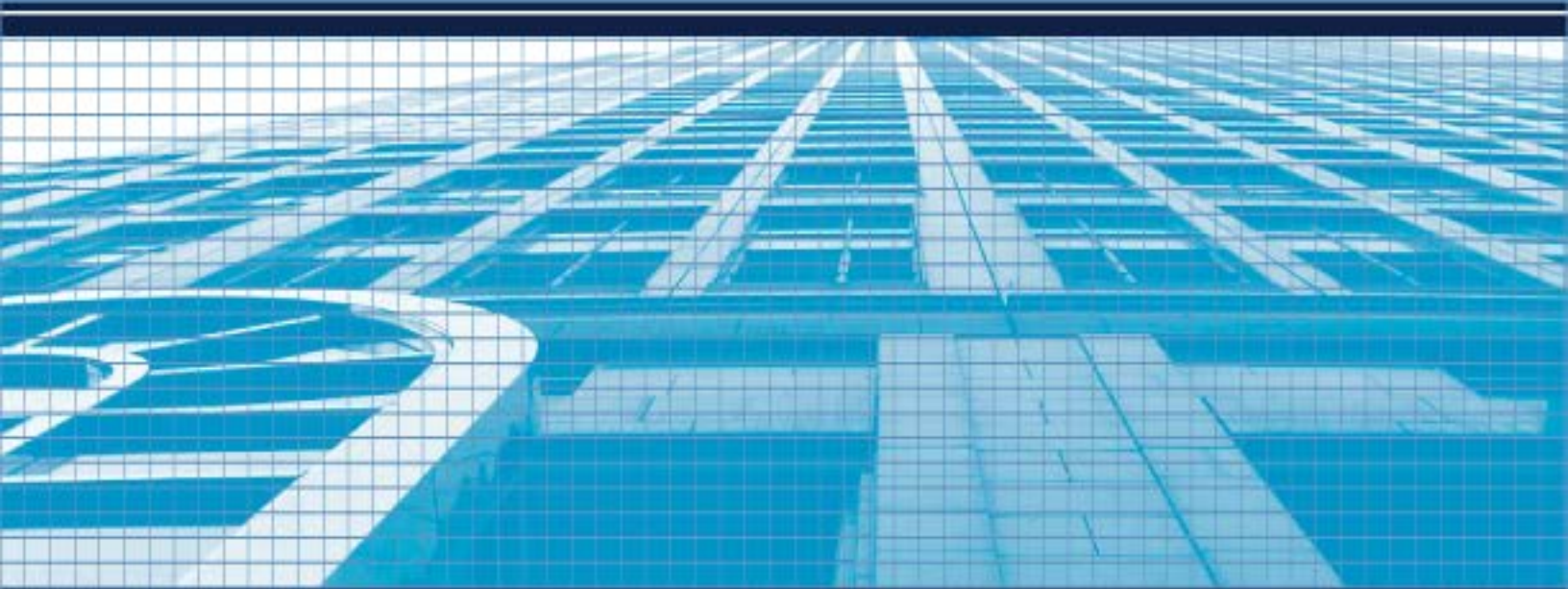


COMPANY PROFILE



CAPITAL PROJECT & SPACE MANAGEMENT SERVICES

WHAT WE DO

Manage the business risks associated with your project

Provide expertise and a resource

Facilitate timely, objective decision making

Manage the hundreds of daily details

Use an organized and detailed approach

Assure quality and accountability...an auditable paper trail

COMPANY PROFILE

The Coughlan Group, Inc. offers professional project, development and facilities operations management services, with no affiliation to any design or construction companies. Our teams of professionals, are experts in areas such as; project management, architecture, engineering, construction management, cost control, and facilities planning. They are most adept at managing the process that draws all aspects of relocation, consolidation and/or a 'retrofit process' together.

The Coughlan Group, Inc. is a New York State S-Corporation, with an office located in Mid-Town Manhattan and New Jersey. Services offered range from real estate advisory services, existing conditions and due diligence studies, project planning, team selection, cost & schedule management, on-site project coordination and infrastructure maintenance management, and close out. Please refer to the six-core strengths as outline on next page. Projects range from massive intra-state redevelopments and consolidations upwards of 2,000,000 RSF to renovations/restorations of special use facilities under 5,000 RSF. Whatever the project, TCG's primary job becomes the coordination of efforts to achieve the client's desired results



234 WEST 34TH, NEW YORK CITY

BUSINESS EXPERIENCE - CORE STRENGTHS

PROJECT MANAGEMENT

Manage Complex Project Types

- Infrastructure And Base Building Project
- Churn Projects
- Tenant Fit-Out
- Multi-Site Projects
- Occupancy Planning
- Ground-Up Development

Access To Resources

- Staffing- Full Time And Variable Resources
- Technology Options
- Process Improvements

Common Integrated Process

- Speed To Market
- Budget Pressure
- Customer Satisfaction

DEVELOPMENT MANAGEMENT

Development Services

- Highest & Best Use
- Development Feasibility Studies
- Development Advisory
- Redevelopment
- Build-To-Suit

Areas Of Specialty

- Corporate Headquarters
- Cultural Institutions
- Data Centers
- Health Care
- Higher Education
- Hotels
- Institutional Real Estate
- Mixed-Use
- Museums
- Not For Profit
- Office
- Residential
- Retail

OPERATIONS MANAGEMENT

Use Of Operations Software Program For The Following:

Quality Control

- Work-Flow & Productivity Improvement
- Performance Measurements & Standards
- System Evaluation. & Selection
- Process & Systems Training

Financial Services

- Accountable Cost-Control
- Waste-Reduction
- Cost-Effective Purchase Management
- Auditable Paper Trail

Procurement

- Tracking & Control Of Supplies & Services
- Consolidated Order Processing

REAL ESTATE ADVISORY SERVICES

- Working With Our Client in the Selection Process
- Portfolio Analysis / Optimization
- Business Function Vs. Location / Space Strategy
- Broker Interview/ Selection
- Space / Site Due Diligence
- Space Selection
- Lease Negotiations / Work Letter Development

SUSTAINABILITY IMPLEMENTATION MANAGEMENT

- Sustainability Implementation Management
- Exterior Envelope
- Interior Review And Energy Efficiency Analysis (Ashrae 189)
- Interior Envelope
- Lighting / Energy Analysis (Lid)
- Light Control Performance
- HVAC Fresh Air Intake Analysis
- HVAC Maintenance – Clean Air
- HVAC - Balancing
- Water Use Analysis – Recycling / Treatment
- Cooling Towers
- Irrigation - Rain Water Recycling
- Fixtures - Age / LED / Etc.

FACILITIES MAINTENANCE MANAGEMENT

- Due Diligence Report On Maintenance / Service / Construction
- Maintenance Service Scope Development
- Vendor / Contract Management
- Asset Life Cycle Maintenance Review
- Sustainability Review Implementation

Working With Our Clients - Steps to Building Efficiency Improvements

- Building Automated System Suitability
- Building System Set Points – Stop Tweaking Systems
- Training Staff for Building Size
- Keep Good Staff –Train to Reduce Turn Over
- Keep Outside Air Damper & FA Purge systems Working
- Keep Equipment Updated (Antiquated / Out Of Warranty)
- Develop a Comprehensive Building Operations Plan (Why / Where / When)

CLIENT LIST

CORPORATE INTERIORS

JaguarLandrover
Maserati
Alfa Romeo
Nissan North America
VEVO.com
Touro College – Multiple Projects
Western Union – North East
T&H Insurance
Beach Point Capital Management
Interpublic Group - Multiple Projects
Audemars Piguet USA – Multiple Projects
Vastardis Capital
Legacy Heritage
El Diario News Group
Central Synagogue – Multiple Projects
The Weinstein Co. NY – Multiple Projects
The Weinstein Co. LA
EOS Fund Services
CIFIC NY
CIFIC London
International Council of Shopping Centers
(ICSC) – Multiple Projects
PDI- PA & NJ Corporate HQ – Multiple Projects
Welcome Wagon
Miramax
Mercer
MMC National Project Management- Multiple Projects
Ferring Pharmaceuticals – Multiple Projects
Marsh Advantage America
Marsh Risk Technology
J&H Marsh & McLennan, Inc.- Multiple Projects
McKinsey & Company
Price Waterhouse Coopers - Multiple Projects
Shadduck Hammond
Prudential Insurance Company – Multiple Projects
MSD Capital
United Staffing Systems
Sanders Karp & Megrue
Sanwa Bank – Multiple Projects
Toyo Trust Bank – Multiple Projects
Alliance capital Management Inc
Commerce Bank – Multiple Projects
Bank One – Multiple Projects
Harwood International Inc./Rolex NYC
Professional Detailing Inc. (PDI) – Multiple Projects
PaineWebber
RCN Telecom Services – Multiple Projects
The Skirball Foundation

FACILITY MANAGEMENT PROJECTS

Touro College
BNF – New York

RETAIL/SPECIAL USE CLIENTS

JaguarLandrover – Manhattan
Maserati – Brooklyn
Alfa Romeo – Brooklyn
Nissan/Infiniti – Manhattan
Audemars Piguet - Service Center
Audemars Piguet – Flagship Store, NYC
Jil Sander/Barneys
Jil Sander/Bergdorf Goodman
Mikimoto – Multiple Projects
The Hotel Kitano
Jil Sander Worldwide
Thierry Mugler Couture/Parfums
Audemars Piguet NY
Audemars Piguet FL
H&M NY/NJ/CT – Multiple Projects
HEALTHCARE
Kline Medical Offices
Stamford Hospital – Multiple Projects
NY Presbyterian Hospital
Skin Specialty Group
CULTURAL/INSTITUTIONAL
National Catholic Museum NYC
Central Synagogue – Multiple Projects

DEVELOPMENT/BLDG. RENOVATIONS

Maserati Building – Manhattan NY
322-324 Main St.- Port Washington NY
Hotel Project Feasibility - 439-443 West 54th - NYC
Ronald McDonald House, NYC - Multiple Projects
Marlboro Equities Projects - NYC – Multiple Projects
Citiwise LLC Projects – NYC
Dominion Management Projects – NYC- Multiple Projects
Cavan Development- NYC
Waldorf Realty Company- NYC
Bank One – Charleston, WV- Multiple Projects
St. Lukes Church, LI
Central Synagogue- School Renovation
Trinity Church (Multiple Buildings) – Multiple Projects

DUE DILIGENCE The Coughlan Group, Inc. provides comprehensive evaluations of individual or multiple properties in order to assist in the determination of the most suitable location for the client. This due diligence service describes the existing condition of the building and its systems; identifies deficiencies and items that require maintenance, repair or upgrade; and proposes methodologies and budgets addressing these deficiency and items.

PROJECT PLANNING The Coughlan Group, Inc. assists in defining roles and responsibilities of team members and then develops a comprehensive project schedule with the team, identifying the sequence of events and milestone dates. We collaborate with our client and the project team in the preparation of a definitive project budget, detailing all materials, equipment, and services connected with the project, including design, general and special construction, information technology, furniture and furnishings, relocation, project contingency and other appropriate hard and soft costs.

LANDLORD/DEVELOPER COORDINATION The Coughlan Group, Inc. will assist our client throughout the lease negotiation phase and develop and maintain communications with the landlord and management regarding maintenance of lease obligations and lease agreements throughout the life of the project.

PRE-CONSTRUCTION PHASE The Coughlan Group, Inc. will assist our client in selecting consultants and team members, advising them on qualified firms, preparing RFP's, and analyzing proposals. Once the scope of services for all outside consultants has been confirmed we will negotiate contracts and purchase orders, review documentation and evaluate against program and budget. The Coughlan Group, Inc. will evaluate construction drawings as they are produced to confirm coordination and to highlight areas where cost savings could be obtained and where potential conflicts and change orders could be avoided. We will lead value-engineering review meetings with the project team and document alternatives/recommendations for review with the client and we will coordinate and assist in obtaining all regulatory approvals including participating in meetings with jurisdictional authorities as necessary.

The Coughlan Group, Inc. will provide such additional consulting services as may be required to complete the pre-construction phase of the project, thereby assuring that all budgeting and scheduling, all administrative and financial programming, all long-lead time ordering, etc., are completed with optimal efficiency.



DOCUMENT DEVELOPMENT AND CONSTRUCTION

The Coughlan Group, Inc. will advise on drafting of the construction contract including general conditions and supplementary general conditions for approval and oversee the design of a competitive bidding process for the selection of interior subcontractors. We will Monitor all work in progress by consultants and team members and assure that design criteria, budget objectives, building code compliance, construction, lease and building operations issues, value engineering opportunities, and schedule impacts are being addressed.

COST MONITORING

TCG monitors the ongoing cost of a project through the use of a Cost Monitor Spreadsheet. The monitor reflects all committed costs, variations, approved budgets and potential exposures. The simple format of the report, detailing scope development and budgets on one side and committed expenditures and projections on the other side, allows for easy interpretation and identification of the most critical areas.

The report is updated on a regular basis and reviewed with the client. The goal of TCG's cost monitor is not only to report on spending and contract amounts, but also to project at all times the final value of the project. The expertise of our professional staff allows us to forecast potential problems, unforeseen conditions and errors or omissions. On a monthly basis, the cost report is compiled with other critical project data into a comprehensive status report. This report provides a "snapshot" of the project at different phases.

VALUE ASSESSMENT

TCG's only goal in being engaged by our clients is to expedite the successful completion of the project. We work diligently to identify opportunities for value engineering and cost savings. Our professionals, through their experience on similar projects, use tools and methods, which are proven effective in evaluating design documents for constructability and efficiency. Our staff will closely monitor design development, planning decisions and the lease negotiation to evaluate any impact on cost and schedule. At all junctures, TCG will provide concise, objective information to our Client for their review.

COST ACCOUNTING

TCG will provide complete design & construction cost accounting services as part of our scope. Working closely with Client's accounting department, TCG will develop procedures and information required to achieve the approval and tracking of payment requests. Effective construction cost accounting should include considerations of capitalization versus expense, taxes, rebates, ROI, etc.

PRE-CONSTRUCTION PHASE

Following substantial completion or on a separate facility project request basis, TCG can provide the following services;

- Due Diligence Report On Maintenance / Service / Construction
- Maintenance Service Scope Development
- Vendor / Contract Management
- Asset Life Cycle Maintenance Review
- Sustainability Review Implementation



Project Management Methodology

The Coughlan Group utilizes a goal-directed project management approach. We apply this system to the management of scope, organization, quality, cost, time and people.

Throughout the life of a project, The Coughlan Group implements four major management functions:

PLANNING

- Conceptual development/discovery
- Project scope statement
- Due diligence
- Budget and schedule
- Project milestone plan

ORGANIZING

- Scope reporting
- Milestone schedules
- Cost monitoring
- Web-based documentation of deliverables; budgets, agenda & minutes, schedules and summary reports

IMPLEMENTING

- Delegation-work authorization/procurement & contracts
- Communication
- Coordination & control mechanism

CONTROLLING

- Monitor milestone schedule
- Web-based records
- Adjust as necessary for budgets, schedule and quality

INSTALLATION AND OCCUPANCY

Upon completion of the construction of the project The Coughlan Group, Inc. will coordinate and monitor system start-ups and approvals including furniture, electrical, telecommunication and equipment orders, and their delivery and installation. We will develop a RFP for issuance to movers and other vendors necessary to complete the physical move and provide such additional consulting services as may be required for the expeditious flow of the project through to successful completion and occupancy.

POST-PROJECT

The Coughlan Group, Inc. will participate in final payment negotiations with all vendors, contractors and consultants and approve and recommend final payment schedule. We will prepare a final reconciliation of project costs with variance explanations and perform warranty site review after substantial completion to evaluate necessity of warranty claims.

Following the capital project, TCG will provide maintenance management of all building systems. Ensuring that the infrastructure is maintained properly and protecting the investment of our clients.



**1800 2ND AVENUE
11 STORY CONDOMINIUM**



APPROACH

Through goal-directed project management, The Coughlan Group can continue to manage the project's overall objectives even while the team focuses on constantly changing details.

The desired results never vary...only the path to achieve the goal changes. Our methods are simple, but proven to be effective.

PRINCIPLES AND POLICIES

- Ascertain responsibility internally and externally for project objectives.
- Determine responsibility for committing resources including money, people and time.
- Determine company procedures and policies for managing the project.

MILESTONE PLANS

- Develop the milestone plan based on project objectives.
- Develop procurement and pre-purchase schedules.

COMMUNICATIONS

- Establish a clear line of communication and authority for decision making.
- Reiterate the objectives at each phase and reaffirm the targets of cost, quality and time through regular meetings and variance studies.
- Institute a change management process
- Monitor the quality of future work and the potential impact on future work.
- Influence commitment to common goals and agenda.

PROCUREMENT/CONTRACTS

- Develop and analyze Request for Proposals for all services required on the project
- Negotiate final commitments for all services
- Participate with Client Legal Council in the development of forms of contracts

CONTROL

- Monitor progress and the achievement of milestones through weekly meetings
- Provide feedback on achievements through comprehensive progress/status reports
- Remain focused on milestones by correcting for variations in budget, schedule or quality
- Develop a record of all project deliverables

Only the path to achieve the goal changes.

DOCUMENTATION

At The Coughlan Group, Inc., we pride ourselves on the quality and level of documentation provided to our clients. We provide auditable document trails for all of our projects, including the following deliverables.

BUDGETS

The Coughlan Group, Inc. will prepare a preliminary budget for Client's review. This budget will include all hard and soft costs, potential exposures due to base building conditions, unknown conditions, etc., and appropriate contingencies. Budgets will be updated on a regular basis. The Coughlan Group, Inc. would expect Client to approve budgets in a formal session on a number of occasions during the course of the project.

- Preliminary Budget
- Schematic Budget
- Design Development Budget
- Final Project Budget

AGENDA AND MINUTES

Detailed agenda and accurate, timely minutes for all project meetings and work sessions

- Project Meeting Agenda and Minutes
- Design Presentation Minutes
- Value-engineering review summaries
- Landlord Coordination Meetings
- Budget and Schedule Work Sessions
- Coordination Meetings

SCHEDULES

The Coughlan Group, Inc. will develop a master project schedule, as well as detailed "look-ahead" schedules for specific components of the project. Schedules will be updated regularly in conjunction with the project team.

- Master Project Schedule
- Look-Ahead Schedules for critical tasks
- Milestone Charts
- Long-lead Schedules
- Break-out schedules for specialty areas

SUMMARY REPORT

On a regular basis, The Coughlan Group, Inc. will submit a comprehensive report. This will reflect our analysis of the project budget, contingencies, exposures and potential savings. Analysis will be provided in the areas of current status, major project milestones, open issues and problem areas. In addition to reflecting cost commitments to date, it will contain a forecast of the final cost of the project based on all known factors.

- Monthly Cost Monitors
- Cash Flow Charts and Comparisons
- Disbursement Reports
- Scope Development and Change Order Analysis
- Project Overview and Milestones

MICHAEL COUGHLAN

As President, Michael Coughlan oversees and participates in all aspects of The Coughlan Group project management activities. Proficient with the use of management information systems, Mr. Coughlan is adept at applying the appropriate technology and methods to individual projects and clients. Mr. Coughlan studied architecture and building technology in Cork City, Ireland. After graduation and emigration to England, he attended Henley Management College, Oxfordshire, and studied an Executive MBA in Project Management.

Mr. Coughlan's architectural and construction experience is international. While residing as an architect in London in the 1980's, he was involved Fitch & Company in developing and implementing the retail expansion of Oxford Street and other prominent locales. In addition, Mr. Coughlan was involved in corporate, retail, institutional and exhibition projects in Spain, England and Ireland. Since relocating to the United States in 1990, Mr. Coughlan has held a number of prominent project management positions as follows:

NEW BUILDING & INFRASTRUCTURE PROJECTS RECENTLY COMPLETED

- National Museum of Catholic Art & History, NYC
- New Luxury Condo Building 233 West 80th St. NYC
- Existing 13 storey commercial building gut renovation for RMDH @ East 73rd St. NYC
- New 21 storey commercial building for RMDH @ East 60th St. NYC
- New building conversion @ 171-177 West 89th St. NYC
- New building @ 233 West 20th St. NYC
- New building @ 234 east 84th St. NYC
- New building conversion @ 235 West 71st St. NYC
- New building conversion for Audemars Piguet watch service center, Clearwater, FL
- New Bank building and gut renovations of 2# existing 20 storey buildings in West Virginia for Bank One
- Multiple building infrastructure & gut renovation projects for Trinity Church, NYC

1990 – 1992	Georgia 400 Highway expansion Atlanta GA Marta (rapid transit system) expansion
1992 – 1994	Jil Sander Retail stores expansion Globally
1994 – 1996	Takashimaya Building NYC Hotel Kitano, NYC Mikimoto Retail stores, NYC, London & Tokyo
1996 – 2000	Founding Partner @ Quartararo & Assoc's. Prudential Insurance consolidation North America Marsh & McLennan Merger NYC PricewaterhouseCoopers Merger North America Reuters New Building, NYC Madison Square Garden & Radio City Hall Infrastructure & Core & Shell upgrades, NYC

In 2000, Mr. Coughlan resigned his partnership @ Q&A and founded The Coughlan Group, Inc.

REFERENCES

The Coughlan Group's success can be measured by the company's continued growth, by our list of prestigious clients and by the exemplary recommendations offered by our clients and professional colleagues. We believe this fact, more than any single project's success, represents The Coughlan Group's commitment to client-focused partnerships.

Vevo.com

Alan Price
CFO
212.331.2202

Waldorf Realty Co.

Ilanthe Kallas-Bortz
President
718.332.3158

Skirball Foundation

Martin Blackman
President
212.832.8500

Engel & Völkers

Stuart Siegel
CEO
212.616.7600

Stamford Hospital

Cathy Dolan
Director of Facilities
917.747.4845

Ronald McDonald House , NYC

Bill Sullivan
CEO
212.639.0100

EMI Music Management Production

Frank Crimmins
CFO
646.732.3394

New York Foundling

Stephanie Kearns
COO
212.886.4041

El Diario – News Group

Drago Kostich
COO
212.807.4689

Kline Medical

Dr. Mitchel Kline
CEO
917.847.3777

Marsh Inc.

Patricia Hagemann
Global Compliance Head
Marsh USA
212.345.6717

Univision

Peter Lynch
Director of Facilities
201.258.8489

Bankone (VP Morgan Chase)

Mitchel Weinberg (RET)
312.882.3377

Audemars Piguet

Francois Bennahmais , CEO
646.375.0850
Xavier Nolot , COO
646.375.0820

Western Union

John Coons
VP-CRE
303.887.7653

Corporate/ Institutional Experience



Corporate/ Institutional Experience



Corporate/ Institutional Experience



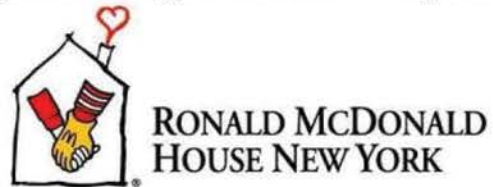
Corporate/ Institutional Experience



ENGEL & VÖLKERS



Nonprofit Organizations Experience



Luxury Retail Experience

AUDEMARS PIGUET

Le Brassus



Luxury Retail Experience



Luxury Retail Experience

JIL SANDER



Luxury Retail Experience



Luxury Hospitality Experience



Luxury Hospitality Experience



Healthcare Experience

└ NewYork-Presbyterian Hospital
└ Columbia University Medical Center



Healthcare Experience



Nissan North America - Tarrytown



JaguarLandrover - Manhattan



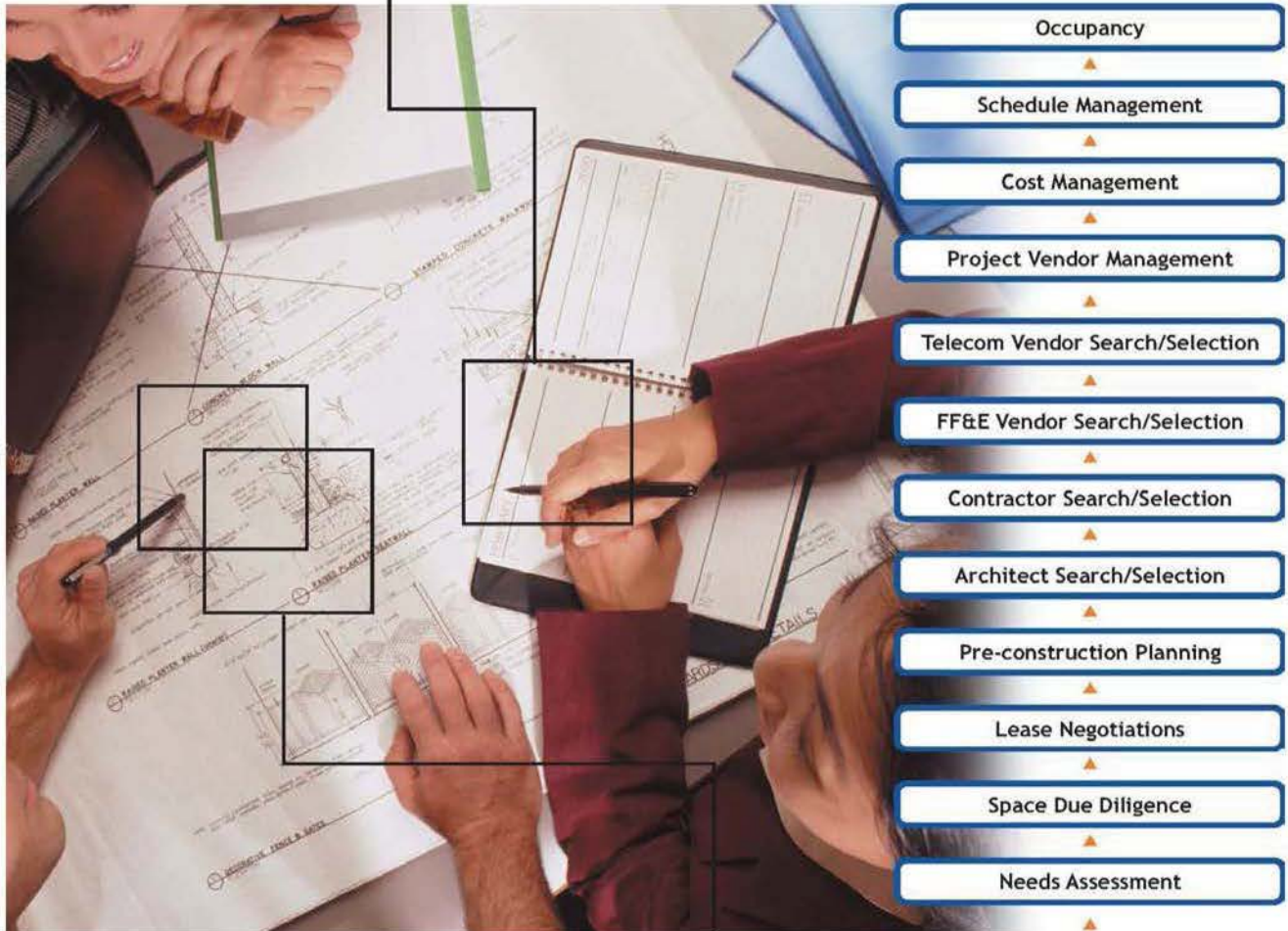
Maserati Building - Manhattan



639 11TH AVENUE
RENDERING: PROPOSED EXTERIOR
MODIFICATION OF SDA PARTNERSHIP RENDERING



It's your **project.**




It's our **profession.**
The Coughlan Group, Inc.

**We manage the project so
You can manage your business**

COUGHLAN GROUP

MICHAEL COUGHLAN

237 West 35 TH Street, Suite 302	New York, NY 10001	
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