

Press Release

Skanska USA's 400 Fairview Project in South Lake Union is West Coast Launch for Crowdsourcing Real Estate Development Tool Popularise.com

Online tool connects developers with nearby communities by asking people what they want in their neighborhoods.

May 10, 2012, Seattle, Wash., and Washington, D.C. – Popularise (www.popularise.com), an online crowdsourcing and community inclusion tool for real estate developers, moves in to Seattle today with Skanska USA Commercial Development's 400 Fairview (www.400Fairview.com) project in South Lake Union.

400 Fairview will offer 300,000 square feet of office space in 12 stories over a ground floor open-air Market Hall. The Market Hall will feature curated, small-scale retail, services, cafes, and a restaurant, plus convertible indoor/outdoor space. Similar to Pinterest and Facebook, Popularise's 'Drawing Board' platform will invite local residents to comment on what they would like to see at 400 Fairview and follow its progress throughout development.

"Urban development is changing. Developers once created buildings to occupy holes in the urban fabric speculating on market needs. Greater transparency and authenticity is demanded by the market place today. To be successful, we must expand our definition of customer beyond tenant and buyer to include community," said Lisa Picard, executive vice president, Skanska USA Commercial Development in Seattle. "Popularise allows us access to our customers to create stakeholders vested in the success of a project, who will vote with their dollars when the development is realized."

Popularise was formed by four Washington, D.C., friends with backgrounds in real estate, and launched in December of 2011 in Washington, D.C. The platform seeks to give local residents and communities the power to help build their city, and gives developers and municipalities a new way to interact with their local community and customers.

"Seattle and Skanska are the perfect fit for Popularise's first move outside D.C.," said Ben Miller, co-founder of Popularise. "My brother and I created Popularise because we saw that developers needed a better way to engage the broader community in building local real estate projects. Skanska approached us with a genuine excitement about using Popularise to connect with the people that live and work around 400 Fairview."

To use Popularise, users can log-in with their Facebook or Twitter accounts or register independently. Once you sign up, you can "follow" 400 Fairview, provide

comments on the Drawing Board, receive project updates, connect with the project team, and share your ideas to encourage people to “likes.”

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400 Fairview can be found on Popularise at:

<https://popularise.com/cities/2/neighborhoods/6/projects/8>

Follow 400 Fairview on social media:

www.twitter.com/400Fairview

www.facebook.com/400Fairview

This and previous releases can also be found at www.skanska.com.

Skanska USA is one of the largest, most financially sound construction and development networks in the country, serving a broad range of industries including healthcare, education, sports, data centers, government, aviation, transportation, power, energy, water/wastewater and commercial. Headquartered in New York with 36 offices across the country, Skanska USA employs approximately 9,400 employees committed to sustainable construction and development and an injury-free workplace. Skanska USA Building, which specializes in building construction, and Skanska USA Civil, which focuses on civil infrastructure, generated \$4.9 billion in revenue in 2011, representing 28 percent of Skanska's global construction revenues. Development units Skanska USA Commercial Development, which invests in and develops office and multi-family projects in select U.S. markets, and Skanska Infrastructure Development Americas, which develops public-private partnerships, are both leaders in their selected markets. Global revenue of parent company Skanska AB, headquartered in Stockholm and listed on the Stockholm Stock Exchange, totaled \$18.9 billion in 2011.

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