

Hi Tony,

First off, I have included several slogan ideas, if you want to replace the “Making it Happen” slogan.

Second, “solutions” was used often, so I have interspersed with “results.”

Third, I think saying “FCCC” and “its/their” is more professional than “we/us/you,” so I have changed that throughout. If you want to indicate a more personal tone, then keep we/us/you.

I’ve kept a lot of the text, but I did move things around to flow better and made some edits.

I also think I’ve made a few points more succinct, and less text could make the layout look clean and not too cluttered with info. I would also recommend reducing the type size on the back page (pg 4 as I called it), so that it’s not squeezed between the photo and the right edge of the page.

Thanks, Amy

FOREST CITY CAPITAL CORPORATION

Slogan Ideas:

*We Know What is Important to Your Business
Experience is our Business*

*Committed to Providing Full-Service Financial Solutions
Committed to Providing the Best Financing Solutions*

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Forest City Capital Corporation (FCCC) is the wholly owned mortgage banking subsidiary of Cleveland-based Forest City Enterprises, Inc., a national developer/manager of residential and commercial properties with over \$7.4 billion in assets.

Since its formation in 1966, FCCC has arranged non-recourse construction and permanent financing, in excess of \$4 billion in over thirty states, for its parent company or third-party clients. Project financing is limited to new and existing multifamily housing, elderly housing, assisted living, and long-term care facilities.

FCCC is a Federal Housing Association (FHA)-approved Multi-family Accelerated Processing (MAP) mortgagee and an approved seller/servicer for Government National Mortgage Association (GNMA) and FNMA (?). In more than 35 years of loan production, FCCC has closed hundreds of project loans in each of the FHA multifamily programs, in numerous FHA/HUD offices nationwide, and has developed close working relationships with a variety of leading financial institutions that purchase these loans.

FCCC works with such prestigious underwriters as Becker-Paribus, Shearson/American Express, NatCity Investments, Merrill Lynch, Bear Stearns, and McDonald & Co.

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As part of a national real estate corporation, FCCC's experience in the real estate market allows them the ability to provide the kind of full-service solutions that developers and owners need. The in-house team of mortgage professionals represents over 55 combined years of experience in originating, funding and servicing a wide range of multi-family mortgage needs, including Affordable Housing, Historic Renovation, Subordinate Debt and Tax Credit Equity.

Sources of project financing offered by FCCC include both domestic and foreign financial institutions and all federal, state and local programs, including tax-exempt mortgage revenue bonds where appropriate.

Its unique partnership with Forest City Enterprises allows FCCC to call on a wide range of talented professionals and to leverage its nationwide scope to provide customized results for any financing package. Accountants, architects, auditors, estimators, purchasing specialists and tax professionals are called upon to help secure the most advantageous financing.

Partnering with FCCC would offer all the resources and expertise of a company that specializes in providing highly personalized solutions to every financing need. FCCC's dedicated mortgage professionals take the time to learn the intricacies of each project and provide the best financing possible. In addition, each project team is involved in the entire loan cycle, from originating through processing to final closing.

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The Right Solution

FCCC can be counted on to secure the best funding program available, every time.

Working closely with each of its clients has allowed FCCC to find individual solutions to

a wide range of financing needs. By taking a personal interest in each of the projects they finance, FCCC is able to recommend and process financing that is designed to make each development a success. With an impressive roster of financial and government agencies to call on FCCC provides:

- FHA 223 (a) 7, OMHAR Mortgage Restructuring
- FHA 223 (a) 7, Refinance
- FHA 221 (d) 4, Substantial Rehabilitation
- GHA 221 (d) 4, New Construction

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Forest City Capital Corporation
Expertise You Can Trust

As a subsidiary of Forest City Enterprises (FCE), Inc., Forest City Capital Corporation (FCCC) is part of a dynamic organization with a proven history of innovative real estate development and over \$7.4 billion in assets. Headquartered in Cleveland, Ohio, FCE is an NYSE-listed company with over 29 million square feet of retail space, 9 million square feet of office space, 2,937 hotel rooms, 5,500 acres of developable land, 38,717 apartment units and 4,000 units of military housing.

Geographically diverse, FCE has assets in 21 states and the District of Columbia. Among its most visible projects are the Stapleton Airport redevelopment in Denver, Colorado, the New York Times headquarters building in New York City, the Southeast Federal Center redevelopment in Washington, D.C., and two major developments in San Francisco – The Presidio Hospital, an historic preservation and redevelopment for multi-family housing, and the San Francisco Centre, a 1-million-square-foot retail center in downtown San Francisco.

Forest City Capital Corporation
Terminal Tower
50 Public Square
Suite 1200
Cleveland, OH 44113

EDWARD PELAVIN, is President of Forest City Capital Corporation and is Executive Vice President of Finance for Forest City Residential group, Inc. and its subsidiaries. He received his Juris Doctorate Degree from Wayne State University. From 1968 to 1973, he represented several non-profit and community development organizations in the development of low and moderate-income housing. Prior to joining Forest City, he was an officer of Forest City Meridian Mortgage Corporation responsible for processing and loan origination of FHA insured, multi-family loans. Mr. Pelavin's responsibilities include the structuring and placement of financing for new development, acquisitions, and refinancing of Forest City owned properties. In addition to the above, he has been instrumental in the financing of over ten thousand units of senior citizen housing.

TONY LOVE, is Vice President of Forest City Capital Corporation and is responsible for processing and originating FHA-insured loans. Mr. Love received his Bachelor's of Arts in Urban Studies from the College of Wooster in 1986, a Master's of Regional Planning from the University of North Carolina at Chapel Hill in 1991, and an Executive Master's of Business Administration from Case Western Reserve University in 2004. Mr. Love's graduate studies concentrated in real estate development, finance, and housing policy. Prior to attending graduate school, Mr. Love served as a city planner responsible for comprehensive planning studies, growth management policies and regulations, and served as city liaison to the local planning and zoning commission. Prior to joining Forest City Capital Corporation, Mr. Love served as housing development director and executive director for a community-based non-profit development corporation on Cleveland's Near West Side. Mr. Love's responsibilities included the full spectrum of project planning, finance, construction, and marketing, including environmental remediation. Since joining Forest City Capital Corporation in 1995, Mr. Love has been involved in the financing of over \$450 million in residential real estate, including several non-FHA insured loans.