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The Fallon Company to receive NAIOP's award

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According to NAIOP Mass., The Fallon Co. has been selected to receive NAIOP's 2008 Distinguished Real Estate Award for achievements in real estate, charitable activities, and community betterment. The award will be presented to Joseph Fallon, the firm's chief executive and president, at NAIOP's Annual Awards Gala on Nov. 18th at the Westin Waterfront Hotel.

"Joe Fallon has always had a grand vision for Boston's Waterfront, and through The Fallon Co., he has invested his time and energy into seeing that vision turn into a reality," said David Begelfer, CEO of NAIOP Mass.

"The Fallon Company is clearly devoted to the City of Boston and its communities. We applaud both the successes of The Fallon Company and its continued commitment to this great city."

Established in 1993, The Fallon Company has developed over \$4 billion dollars of real estate in the Northeast. Recently, the company acquired one of the most coveted waterfront sites in the United States - Fan Pier, a 21-acre property spanning nine city blocks and permitted for three million square feet of mixed-use development. When complete, this property, known as "the crown jewel of Boston Harbor," will include spectacular offices with unmatched amenities, a world-class hotel, luxury residences, a super-yacht marina and a superb collection of retail opportunities.

Led by founder Joseph F. Fallon, the firm has been active and viable through several fluctuating economic cycles - becoming an acknowledged leader in the investment and development of commercial real estate. As President and CEO, Fallon oversees the operations of the company's real estate portfolio, including the estimated \$3 billion Fan Pier development.

A Boston-area native with more than three decades of experience, Fallon is a leading advocate for animating Boston's Waterfront, where The Fallon Company has been involved as an owner and developer of several projects, including the Westin Boston Waterfront Hotel, Park Lane Seaport, and The Marriott Renaissance Boston Waterfront Hotel. Mr. Fallon also serves on numerous civic and cultural boards, including the Beth Israel Deaconess Hospital, Island Alliance, Sail Boston, Save the Harbor/Save the Bay, A Better City, The Boston Harbor Association, The

Boston Symphony Orchestra, and the Aquarium.

Guided by Fallon's own commitment to the City of Boston and the Waterfront, The Fallon Company is known for the quality of its properties and for its professionalism, collaborative approach and commitment to the communities in which it builds. Working in unison with civic organizations, elected officials, local residents and corporate leaders, The Fallon Company is redefining how commercial real estate is developed, transforming real estate opportunities into projects of enduring quality and value to the City and its residents.

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