

**FOR IMMEDIATE RELEASE**

**OP2MIZE NEGOTIATES \$200M CHICAGO DATA CENTER ACQUISITION**

(January 12, 2011) Des Plaines, IL – Op2mize, LLC announced today that it has successfully represented Red Sea Group USA and Server Farm Realty, Inc. (SFRI) in their acquisition of 840 South Canal Street in Chicago from The Northern Trust Company for more than \$33 million. Located adjacent to Chicago’s Loop, the 443,446 square foot eight-story critical operations and data center facility on 5.23 acres will be redeveloped into a world-class multi-tenant data center and trading floor space with total project costs of more than \$200 million dollars. When completed it will become one of the largest data centers in the Midwest.

“The data center market in the Loop area has been tight for some time now due to the limited supply of qualified alternatives. This property helps fill that void with it’s 38 MW of dedicated power from multiple feeds, heavy floor loads, high ceilings, redundant infrastructure, robust security, connectivity from 10 different carriers, and most of all – speed to market,” said Geoffrey Kasselmann, SIOR, LEED AP, the President of Op2mize, who negotiated the transaction with the assistance of Thomas Buelmann, LEED Green Associate from Op2mize, and Bryan Loewen, leader of Newmark Knight Frank’s global data center practice group. The seller was represented by a team of brokers from Jones Lang LaSalle including Craig McKesson, Michael Sessa and Dan Maslauski.

The Canal Street facility was renovated and utilized by the seller since 2000 as a technology, data and operations center with over 1,100 workers on site. Previously the property was redeveloped, owned and operated in a similar manner by Continental Bank and Bank of America. The building was originally built in the 1940’s by General Electric with considerable infrastructure in place to support GE’s manufacturing needs. The property transfer includes two large surface lots with off-street parking for 344 cars, a decommissioned helipad, and zoning to support the future development of more than 1.1 million square feet.

SFRI’s parent company, Red Sea Group, has successfully developed more than 7,000,000 square feet worldwide with an estimated construction value exceeding \$3 billion since 1965.

**About Op2mize:** Op2mize, LLC provides comprehensive transaction and advisory services to property owners and space users by combining traditional real estate fundamentals with proven innovation and sustainability strategies. Through this unprecedented bundle of service offerings Op2mize is consistently able to optimize client-centric value in conjunction with other measures of project success. Op2mize is an EnergyStar Partner, a Cisco Registered Partner, a Realcomm Technology Council Advisor, and a DQI Trailblazer, with active memberships in USGBC, SIOR, AIRE, ITA and SBAC. For more information about the Op2mize platform of Sustainable Intelligence™, please visit [www.op2mize.com](http://www.op2mize.com).

**FOR MORE INFORMATION, PLEASE CONTACT:**

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