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HELD PROPERTIES EMPLOYEES DONATE OVER \$10,000 IN "PAY IT FORWARD" CHALLENGE

Family-Owned Company Instills Philanthropic Vision Within Employees

(Los Angeles, CA – August 14 2008) – Held Properties is pleased to announce that 20 employees of the distinguished private real estate company, have donated more than \$10,000 during Held's 2008 "Pay it Forward, Make a Difference" program.

As part of the program, employees were given the opportunity to experience the gift of "giving back" to help organizations and individuals in need (excluding employees and family members.) Inspired by Oprah Winfrey's "Pay it Forward" Challenge and expanded by State Bank & Trust, a private bank of North Dakota & Minnesota, each Held employee was given a \$500 voucher to donate to their charity of choice. In addition, employees were given a disposable camera to document their giving experience.

Charities, such as Generosity Water, Free Arts for Abused Children, People Assisting the Homeless (PATH), Birthing the Future, Good Shepherd Shelter, Save a Life Foundation, Life 4 Paws, TheSmileTrain, The Lustgarten Foundation and Little Tokyo Public Safety Association were a few of the recipients awarded donations during the challenge.

TheSmileTrain, a non-profit dedicated solely to cleft and palate deformities, was one of the chosen charities in the challenge. "You hear about children with cleft lips and palates all the time, but don't realize how many children are affected globally. The mind-blowing gratification experienced during this challenge was incredible, especially when you know that a \$500 donation to TheSmileTrain can pay for two surgeries, saving these children lives filled with humiliation and isolation," says Judi Aikin, a 13 year dedicated employee.

"The Held family has always had a strong sense of philanthropy, and we wanted to empower our employees to give back to those in need in the community. This program provided a chance for them to personally experience the satisfaction of watching their donation benefit someone or something meaningful in their lives," said Robert Held, President of Held Properties.

Michael Kienzle, a financial analyst with the firm, chose Free Arts for Abused Children, a non-profit dedicated to provide healing through the fine arts for children who have been abused, homeless or at risk

of falling through the cracks of the system. “When you have children of your own, your outlook on life completely changes and you want to protect them as much as possible. Unfortunately, millions of children around the world are exposed to violence, causing extreme cases of vulnerability. I chose this charity because their mission is to work with children who desperately needed assistance, especially those at risk or have been abused,” explains Mr. Kienzle.

A family-owned company for more than 60 years, the Held family is well recognized in Los Angeles for their strong sense of philanthropy and generosity, supporting organizations such as Cedars-Sinai Hospital, Junior Blind of America, Los Angeles Regional Food Bank, University of California, Los Angeles and the Jewish Home for the Aged.

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About Held Properties, Inc.

Established in 1946, Held Properties is a family-owned, successful real estate investment company, which develops, owns and manages distinctive properties in prime Southern California locations. With a sterling reputation for expertise, reliable partnerships and personal, hands-on management, the company has achieved one of the highest tenant retention rates in the industry. Held Properties offers a broad spectrum of vertically integrated services, including development, construction management, leasing, space planning, property management and building maintenance. Currently seeking new development opportunities for medical campus or office building projects, Held Properties is pursuing a strategy of