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Center City's The Ellington Launches First-Ever Blog From Residential Development

Entirely New Dialogue with Buyers Created at www.EllingtonCenterCity.com

Philadelphia, PA (November 27, 2006) – Pitcairn Properties, developer of The Ellington luxury condominium tower in Center City, today announced what may be the first blog ever launched for a residential development.

The Ellington's blog, an online diary of information and ideas viewable at www.EllingtonCenterCity.com, allows The Ellington's staff to communicate with buyers, brokers, the media, and the growing numbers of people who follow real estate and the Center City revitalization in a truly democratic fashion.

"We are one of the first residential properties to use a technology that's changing how people communicate," said Greg Dwornikowski, Senior Vice President, Pitcairn Properties, The Ellington's developer. "Blogs have emerged as a truly 'interactive' means for talking and learning. That's why we're very excited about having a two-way dialogue that brings things to an entirely new level."

Among the subjects that The Ellington blog will cover: the emergence and power of single women buyers, Center City shopping and entertainment, holiday events and sponsorships, a perspective on the current market for Center City real estate, and the introduction of bi-level penthouse homes at The Ellington/ Interaction with posters will also be viewable.

The launch of The Ellington's blog is the most recent triumph of marketing strategy for the renovated building at 1500 Chestnut Street that is now more than 50% sold, with 88 of the 160 available homes either sold or under contract. In September, The Ellington was named *Best Condominium Home of the Year Under \$500,000* by the Building Industry Association of Philadelphia (BIA) and won a total of five of the association's 2006 William Penn Awards of Excellence.

To schedule an appointment to view the nine home models in The Ellington's sales center, or for more information please call 215-569-8174.

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About Pitcairn Properties. Based in Jenkintown, PA, Pitcairn Properties is a national developer with a substantial portfolio of residential and commercial real estate holdings. Pitcairn has a prestigious client roster that includes many on the Fortune 500, and a proven value-added investment strategy. Over the past 37 years, they have developed more than 45 million square feet of commercial real estate, including a number of Class A high-rise commercial and residential buildings, as well as a variety of suburban office campuses. For more information, go to www.pitcairnproperties.com.