



FROM: YOO

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YOO EXPANDS GLOBAL FOOTPRINT WITH  
EXPANSION OF YOO CAPITAL

**New York, NY (May TK, 2007)** – John Hitchcox, chairman and co-founder of YOO, the international property design and development company announced today plans to grow YOO Capital: the corridor of YOO that invests in residential and mixed use developments with leading property developers worldwide. Current YOO developments total approximately \$10 billion in Gross Development Value.

Fuelled by innovative investments in both established and emerging markets, YOO Capital has grown swiftly since its launch in 1999. With offices in London, New York, Hong Kong and Miami, YOO currently has projects underway in more than 20 countries including: Australia, Canada, Dubai, Hong Kong, Germany, Bulgaria, Israel, Mexico, Denmark, Istanbul, Panama, Sydney, Argentina, the United States and the United Kingdom. YOO's primary focus is on residential and mixed-use projects, although the company is involved in a number of commercial, resort and hotel projects.

In addition to providing financial backing, YOO Capital is a premium brand that adds value and increases investment returns for its partners. YOO's design roster, which includes the likes of Philippe Starck, Jade Jagger and Sophie Conran, offers unparalleled design capabilities and international name recognition. The company has an expertise in leveraging new ideas and great design into commercial results.

"We are growing fast and are attracting significant in-flows of capital, which we are seeking to invest with the right development partners," said Hitchcox. "We are looking for equally experienced and equally passionate partners."

## About YOO

YOO is an international branding, design and investment property company enhancing the quality and adding value to development projects in major towns and cities across the world. It is a collaboration of ideas: the experience of the world's most celebrated designer, Philippe Starck, matched with the vision of John Hitchcox, the man credited with transforming London's loft living. These two leaders in their fields have come together in a single, ground breaking idea: to couple the creative diversity of Starck with the innovative buildings developed by Hitchcox. Recently, Jade Jagger and her design partner Tom Bartlett joined forces with YOO to create 'Jade Jagger for YOO'. The Jade, one of YOO's current projects, provides a modern twist on New York's downtown loft tradition.

YOO creates extraordinary places, allowing people to buy functional, brilliantly designed urban spaces, and transform them in to creative, individual homes using a straightforward system of design. Some people dream of living differently, YOO makes it happen.

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