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THE TRILLIST COMPANIES, INC. BREAKS GROUND ON YOO ON THE PARK
*245 Luxury Apartment Homes Located on Piedmont Park in the Heart of Midtown
Designed by World-Renowned design brand YOO, a company founded
by John Hitchcox and Philippe Starck*

*The Honorable Mayor Kasim Reed to Speak at Groundbreaking Ceremony on
Wednesday, February 18, 2015*

ATLANTA (February 4, 2015) – Real estate investment and development company, [The Trillist Companies Inc.](#), announced today that construction has commenced on the highly-anticipated YOO on the Park tower located adjacent to Piedmont Park and in the heart of blossoming Midtown. YOO on the Park is the first in a platform of exquisitely designed and branded luxury residential rental buildings to be developed by The Trillist Companies, Inc. in a strategic partnership with London-based [YOO Studio](#), which is a global design and lifestyle brand and the result of a partnership between property entrepreneur John Hitchcox and the ubiquitous designer, Philippe Starck. In November 2014, Trillist launched sales of [YOO at Metropica](#), a 263-unit, 28-story condominium tower located in the Metropica master-planned community in South Florida.

“The commencement of YOO on the Park not only represents the addition of an incredible development in Midtown that will elevate residential living within this city, but the launch of an exciting partnership with YOO Studio that was formed to develop luxury branded residential buildings in major cities throughout the United States that will forever redefine living,” said Scott L. Leventhal, President and Chief Executive Officer of The Trillist Companies, Inc. Leventhal further stated that “we have focused on every detail in the design of

this development from the inside out, and our residents will have the opportunity to enjoy amenities and finishes not yet seen in this market.”

YOO on the Park will be a highly appointed 25-story, 245-unit luxury apartment building located at 207 13th Street, between Juniper Street and Piedmont Avenue in the heart of Midtown. It is conceived as a veritable extension of the park itself, reflecting its greenery, fitness-focus and liveliness, while adding superb luxury finishes, state-of-the-art technology, and inventive, unexpected design touches which may be found in YOO’s impressive portfolio of design-centric communities around the world.

Building on the serene setting created by Piedmont Park, YOO on the Park carries an oasis theme to every aspect of the building’s design, such features include an artistic six-story living wall on the building’s exterior façade that not only residents will enjoy, but the entire community too. There will be a wide array of amenities including multiple resident lounges and game rooms -- including a virtual golf simulator, indoor and outdoor fitness facilities and studios with state-of-the-art equipment and multi-purpose functionality, a resort-style pool and lounge with an outdoor summer kitchen, 24-hour concierge services, a bike fix-it-station for avid cyclists, and even a “Pet Respite” with pet facilities and dog grooming.

Since 1999, YOO has worked with international developers designing landmark residential and hotel projects throughout Asia, Australia, Europe, Africa, North and South America and the Middle East. Founded by international property entrepreneur John Hitchcox and ubiquitous designer Philippe Starck, YOO is a residential and hotel design company offering the creative visions of world renowned designers Philippe Starck, Marcel Wanders, Jade Jagger, Kelly Hoppen, Steve Leung and the YOO Studio. With 79 projects in 55 cities worldwide, YOO is a thoroughly international lifestyle brand.

“We seek out innovative developer partners across the world, and in the US we have been fortunate enough to form an ongoing partnership with Trillist. Their modern, cutting-edge and intuitive approach to urban living is synonymous with our belief that we can achieve better living through great design. Working on YOO on the Park in a city like Atlanta marks a new era for us in the US, and the ongoing perpetuation of a great relationship with Trillist,” said John Hitchcox, Co-Founder & Chairman, YOO Worldwide.

YOO on the Park is expected to be completed by the summer of 2016. In addition to YOO on the Park, Trillist and YOO are planning several additional residential rental projects in various cities throughout the United States, all of which are designed and branded as YOO residences.

Founded in 2014 by Scott L. Leventhal and Joseph Kavana, The Trillist Companies, Inc. was formed for the purposes of developing the most innovative and sought after residential and mixed-use buildings in the United States. Combining over 50 years of proven experience in commercial real estate development, construction management, and strategic investment, Trillist continues to bring forth signature, design-driven properties, always striving to reimagine the relationship between resident and residence through new technologies, thought-provoking art and globally significant architecture.

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