

PRESS RELEASE

1st September 2010

SOCIÉTÉ DE LA
TOUR EIFFEL

Awon Asset Management becomes Tour Eiffel Asset Management

Société de la Tour Eiffel's in-house management company, **Awon Asset Management**, is to be rebranded **Tour Eiffel Asset Management** as from 1st September.

Tour Eiffel Asset Management comprises some 20 professionals dedicated to the asset management of the mother company's property portfolio which comprises principally periurban offices located in the Paris area and throughout the regions, valued at in excess of one billion euros.

Awon Asset Management, the vehicle used by Mark Inch and Robert Waterland to launch Société de la Tour Eiffel as a SIIC in 2004, was subsequently absorbed into the SIIC in 2006.

"This change signals the growing notoriety of the Société de la Tour Eiffel's image and the progress achieved since 2004" affirms Frédéric Maman, the Managing Director of Tour Eiffel Asset Management.

The three operating divisions of the structure remain unchanged:

- Director of investments: Nicolas Ingueneau
- Director of asset management: Odile Batsère
- Director of projects and development: Nicolas de Saint Maurice.

About Société de la Tour Eiffel

A « SIIC » quoted on the Euronext Paris Exchange, the company pursues a strategy focused on the ownership and the development of quality office and business space capable of attracting a wide range of tenants in both established and emerging locations. The company's portfolio stands over 1 billion Euros of assets spread evenly between the Paris area and the regions.

Société de la Tour Eiffel is listed on NYSE Euronext Paris (compartment B) – ISIN code : 0000036816 – Reuters : TEIF.PA – Blommborg EIFF.FP

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