



The future of Hartford retail is here. It's hot, it's happening.
It's HARTFORD 21.
THE 100% LOCATION.



Northeast Retail
Leasing & Management Company, LLC



DAY TIME. NIGHT TIME. ANY TIME.



Hartford Civic Center entrance, adjacent to Hartford 21 retail

DAY TIME. NIGHT TIME. ANY TIME.

WHAT'S HAPPENING IN HARTFORD?

More people are living, working, shopping and playing downtown—and HARTFORD 21 is the 100% location.

- Largest concentration of retail and restaurants
- Over 2,600 luxury apartments and condos
- Downtown resident base with average annual income in excess of \$75,000
- Hartford 21's residents—young professionals and active empty nesters—live at Hartford 21 for its location and lifestyle
- 6,000 hotel and motel rooms in the Metro Hartford area
- Hundreds of thousands of visitors annually to the new 540,000 square foot Connecticut Convention Center
- 8 million square feet of office space in the CBD
- More than 115,000 daytime employees from major insurance, financial and technology companies
- Travelers, Aetna and Prudential adding 5,000 new jobs before 2010
- The Hartford Civic Center Veterans Memorial Coliseum and Exhibition Center, Connecticut's largest sports and entertainment facility, draws over one million visitors annually
- Northland has formed a joint partnership with AEG Worldwide to manage the Hartford Civic Center
- 100 million consumers within an eight-hour drive—providing access to 32% of U.S. retail sales
- Greater Hartford visitors spent \$29.3 million last year
- More than 30 three- and four-star restaurants downtown
- More than 80 new restaurants and cafes in the past two years
- Nationally acclaimed museums and theater, including the Wadsworth Atheneum, The Bushnell Center for the Performing Arts, Hartford Stage, and TheaterWorks

LIVE. WORK. SHOP. PLAY.



Corner of Trumbull and Asylum Streets - Retail Space T I

WHAT IS HARTFORD 21?

A landmark \$165 million mixed-use development, created by one of Hartford's biggest champions—Northland Investment Corporation

- 53,000 square feet of new street-front retail space
- 106,000 square feet of office space
- 262 new luxury apartments
- Atrium access to the 16,600-seat Hartford Civic Center
- 816 indoor parking spaces
- 37,000 square foot state-of-the-art Downtown YMCA
- 8,473 square foot gourmet grocer
- 1,945 square foot upscale wine shop

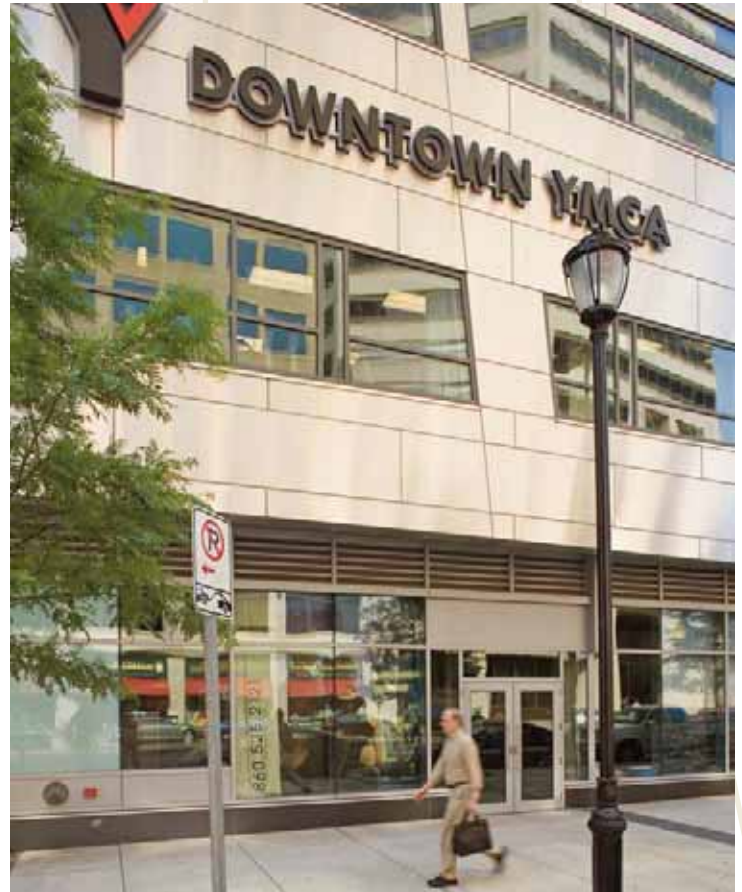
WHAT'S IN IT FOR YOU?

High foot traffic, high sales

- More than one million pedestrians visit the Hartford Civic Center annually
- The very best retail block in downtown Hartford
- Exceptional street-front visibility
- Convenient access to abundant parking
- Flexible space configurations
- Three anchor locations
- A captive downtown resident and office population

Unparalleled identity

- Signature architecture by a preeminent urban design firm
- Inviting, 17-foot high storefronts with flexible signage
- Adjacent to the largest and most luxurious residential tower between Boston and New York



Downtown Health Club - Trumbull Street

LOCATION. PRESTIGE. OPPORTUNITY.



HARTFORD 21

DISCOVER HARTFORD 21.



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HARTFORD 21 SITE PLAN - THE 100% LOCATION



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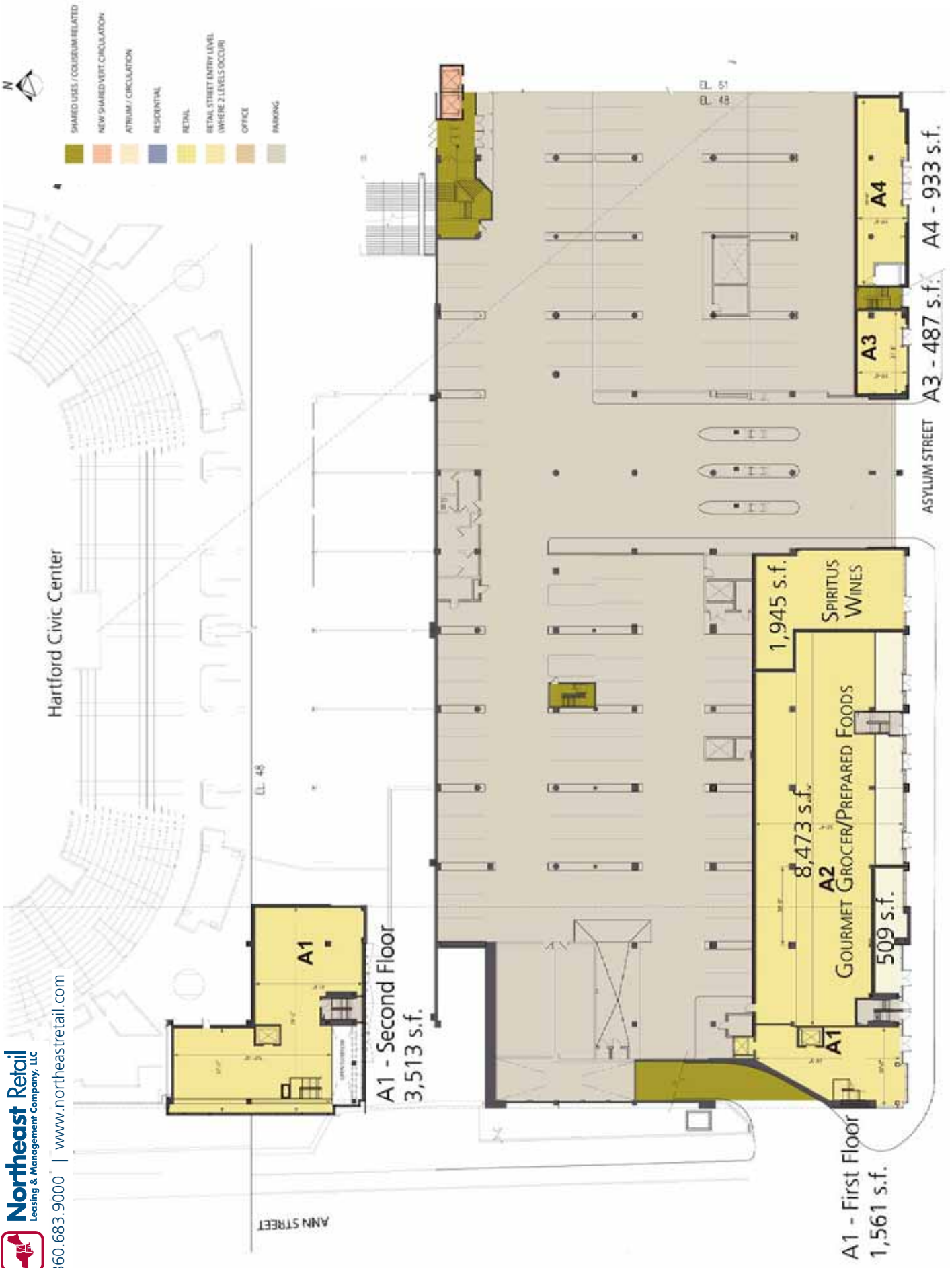
- SHARED USES / COLISEUM RELATED
- NEW SHARED VERT. CIRCULATION
- ASTRUM / CIRCULATION
- RESIDENTIAL
- RETAIL
- RETAIL STREET ENTRY LEVEL (WHERE 2 LEVELS OCCUR)
- OFFICE
- PARKING



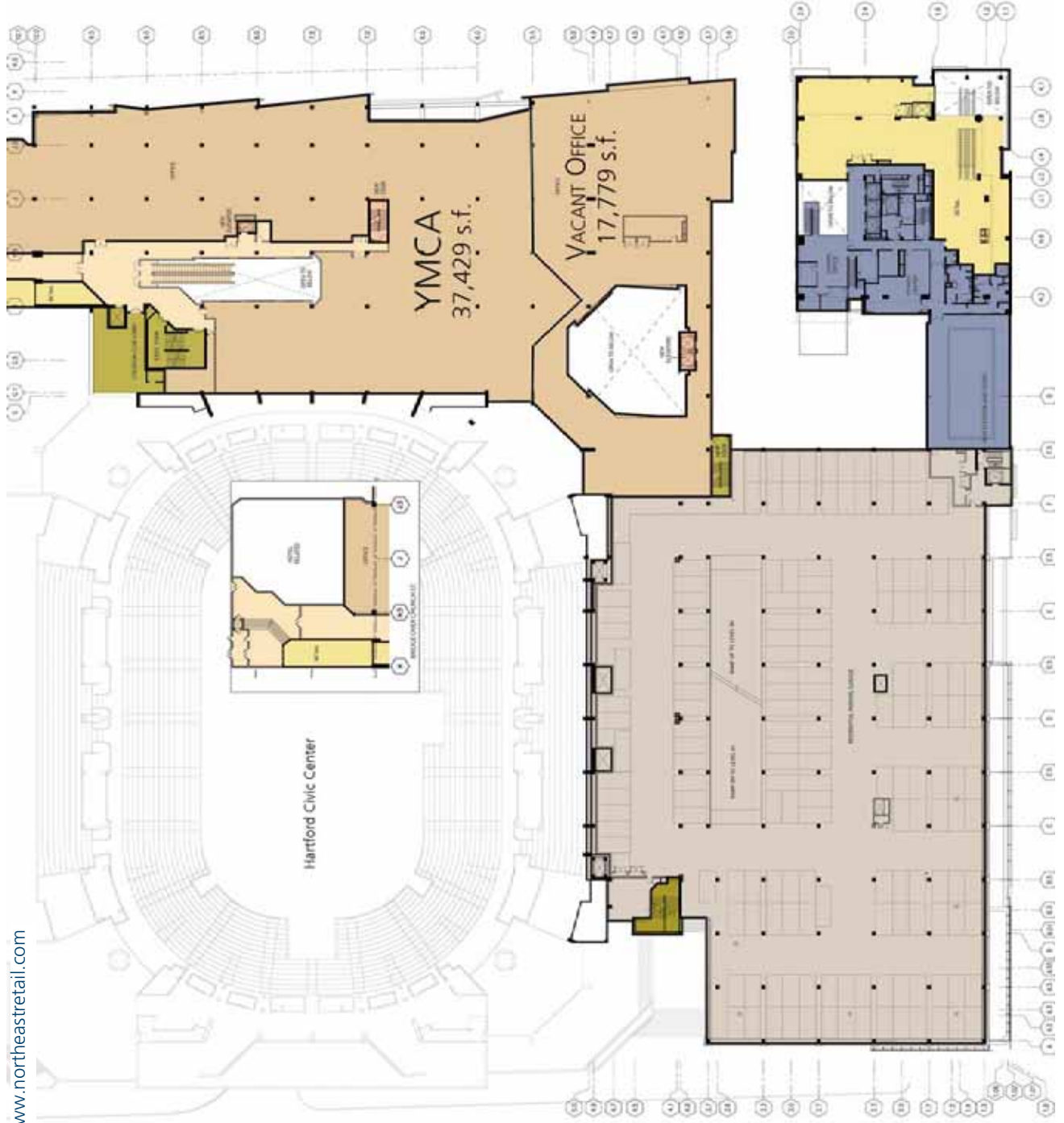
HARTFORD 21 SITE PLAN - TRUMBULL STREET DETAIL



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HARTFORD 21 SITE PLAN - ASYLUM STREET DETAIL

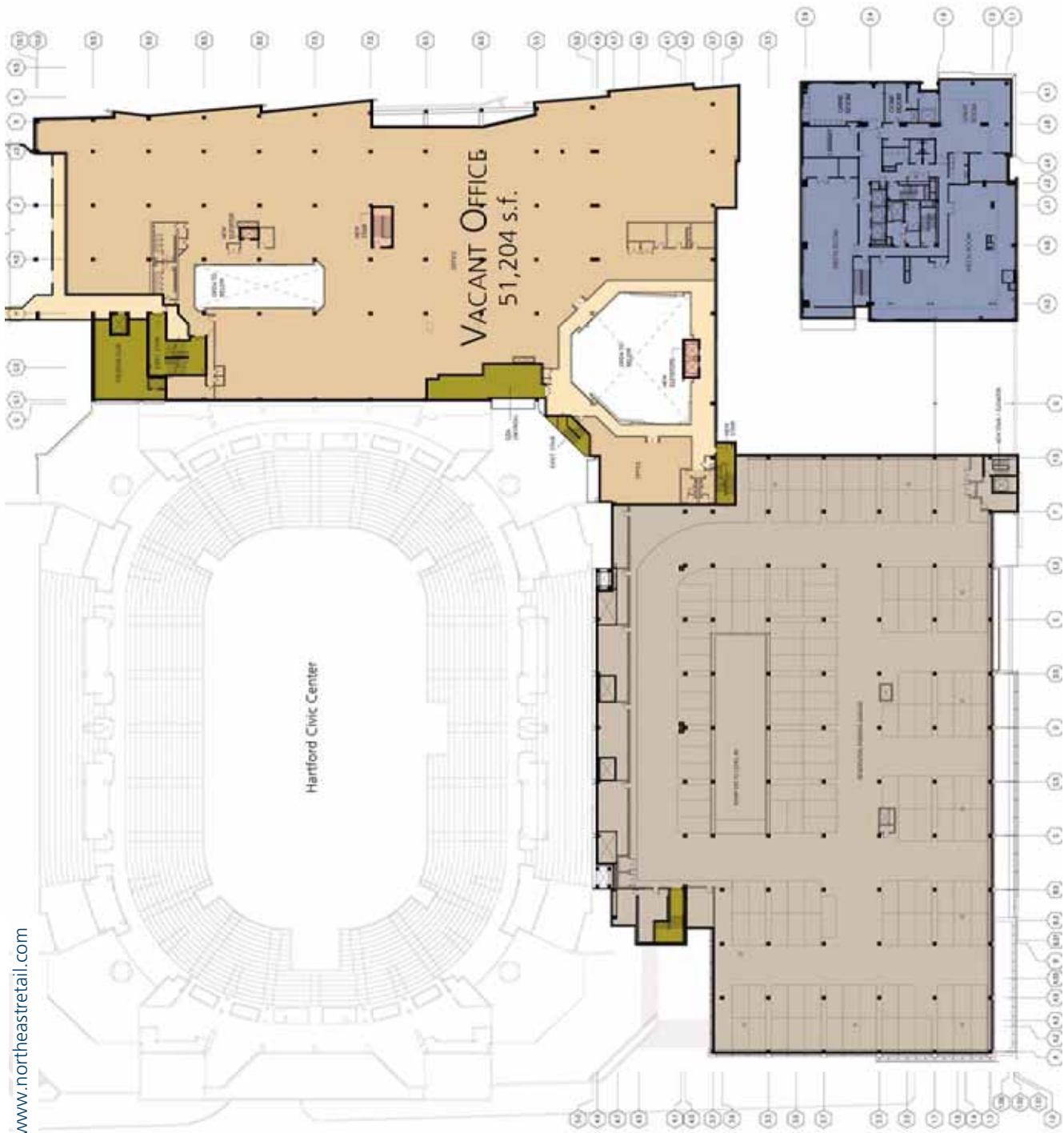
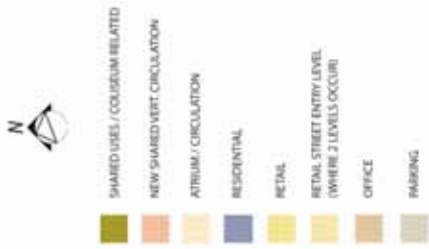


HARTFORD 21 SITE PLAN - SECOND FLOOR DETAIL



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HARTFORD 21 SITE PLAN - THIRD FLOOR DETAIL



Corner of Trumbull and Asylum Streets



Trumbull Street



Corner of Asylum and Ann Streets



Hartford Civic Center entrance

\$75,000
average base salary

4

Fortune 500
companies

5 MILE RADIUS - 2006 ESTIMATES

Population: 124,346
Population Density: 6,919.9
Median Age: 30.70

Number of Establishments: 14,580
Number of Employees: 212,945 (daytime population)

Households: 106,701
Median Household Income: \$42,028
Median Housing: \$161,031 (U.S. median: \$78,382)

CENTRAL BUSINESS DISTRICT - 2007

Number of Businesses: 2,500+
Downtown Residential Units: 1,299 existing; 806 to be built
Daytime Population: 100,000+
Average Base Salary (2005): \$75,000

2,500+
businesses in the CBD

MAJOR AREA EMPLOYERS

State of Connecticut
United Technologies Corporation*
The Hartford Financial Services Group*
Aetna Inc.*
Travelers
Hartford Hospital
Bank of America
CIGNA
Northeast Utilities*

100,000+
daytime employees

1

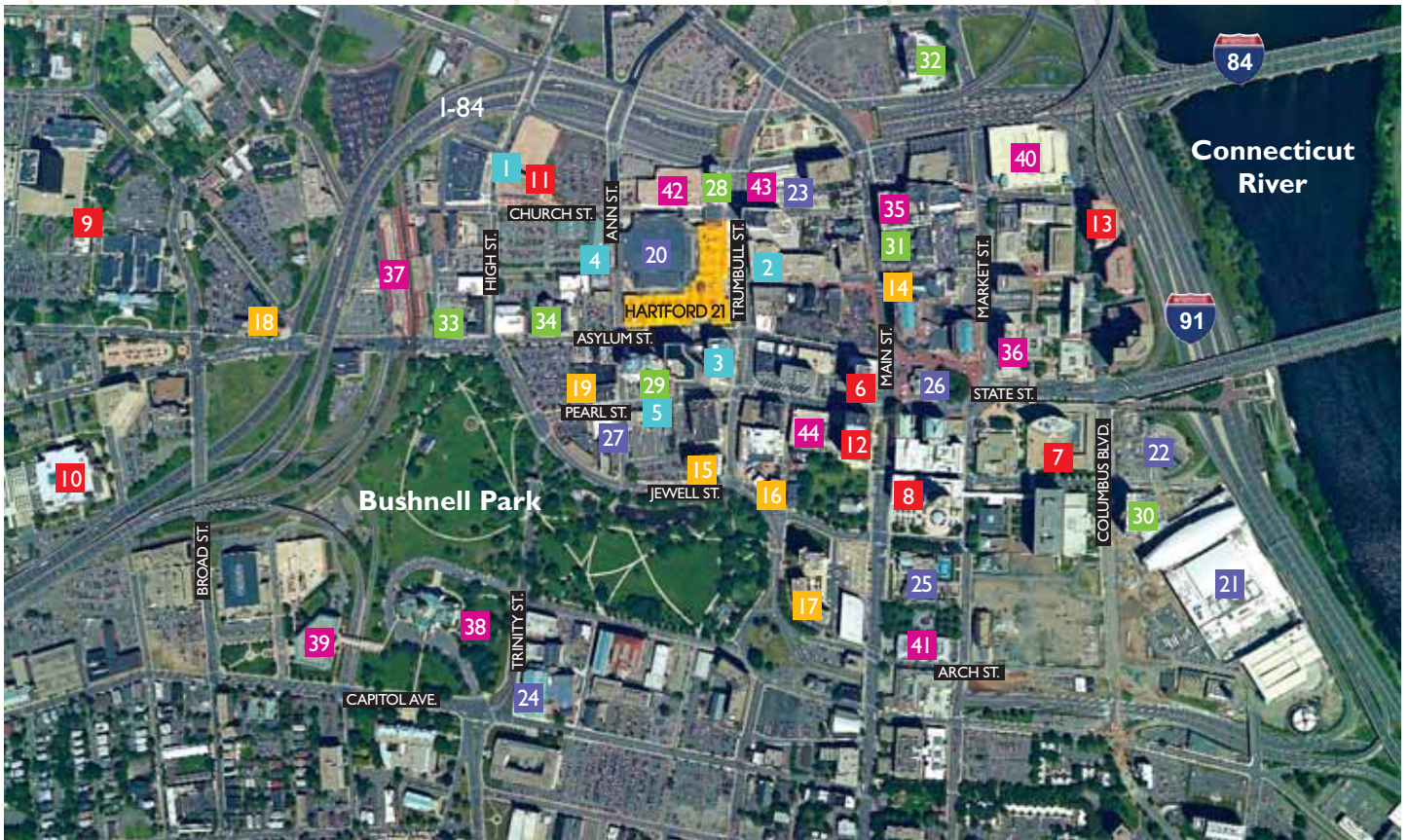
100% location - HARTFORD 21

HARTFORD BY THE NUMBERS

* Fortune 500 Company with HQ in Metro Hartford
Data provided by the MetroHartford Alliance

DOWNTOWN HARTFORD HOUSING

PROPERTY	ADDRESS	UNITS	PRICE
HARTFORD 21	Trumbull & Asylum Streets	262	\$1,400 - \$6,000
55 On The Park	Trumbull & Jewell Street	132	\$815 - \$2,045
Union Place	74 Union Place	69	\$600 - \$1,200
Bushnell On The Park	100 Wells Street	129	\$965 - \$1,780
250 Main Street	250 Main Street	214	\$690 - \$925
Morgan On The Park	600 Asylum Avenue	268	\$600 - \$1,200
Sage-Allen Redevelopment	884-902 Main Street	125	\$800 - \$2,000
Trumbull On The Park	Trumbull & Lewis Streets	100	\$900 - \$1,600
Colt Gateway	140 Huyshoppe Avenue	300	Unknown
Front Street (proposed)	Prospect & Arch Streets	200	\$950 - \$1,950
The Metropolitan	Pearl & Ann Streets	49	\$200,000- \$400,000/Unit (1 & 2 BR)
95-101 Pearl Street Condominiums (proposed)	Pearl & Lewis Streets	33	N/A
Hartford YMCA Conversion (proposed)	Jewell & Trinity Streets	200 Condominiums 100 Apartments	N/A
TOTAL NUMBER OF HARTFORD UNITS =		2181	



DOWNTOWN HARTFORD AT A GLANCE

NORTHLAND PROPERTIES

- 1 Metro Center
- 2 242 Trumbull Street
- 3 CityPlace II
- 4 100 Allyn Street
- 5 Goodwin Square & Goodwin Hotel

MAJOR CORPORATIONS

- 6 Bank of America
- 7 The Phoenix
- 8 Travelers
- 9 The Hartford
- 10 Aetna
- 11 Lincoln Financial Group
- 12 United Technologies
- 13 United Healthcare

RESIDENTIAL

- HARTFORD 21
- 14 Sage Allen

- 15 55 On The Park
- 16 Trumbull On The Park
- 17 Bushnell Towers
- 18 Morgan @ The Park
- 19 266 Pearl Street

ENTERTAINMENT

- 20 Hartford Civic Center
- 21 Connecticut Convention Center
- 22 Connecticut Science Center
- 23 Hartford Stage
- 24 The Bushnell Center for the Performing Arts
- 25 Wadsworth Atheneum
- 26 Old State House Museum
- 27 TheaterWorks

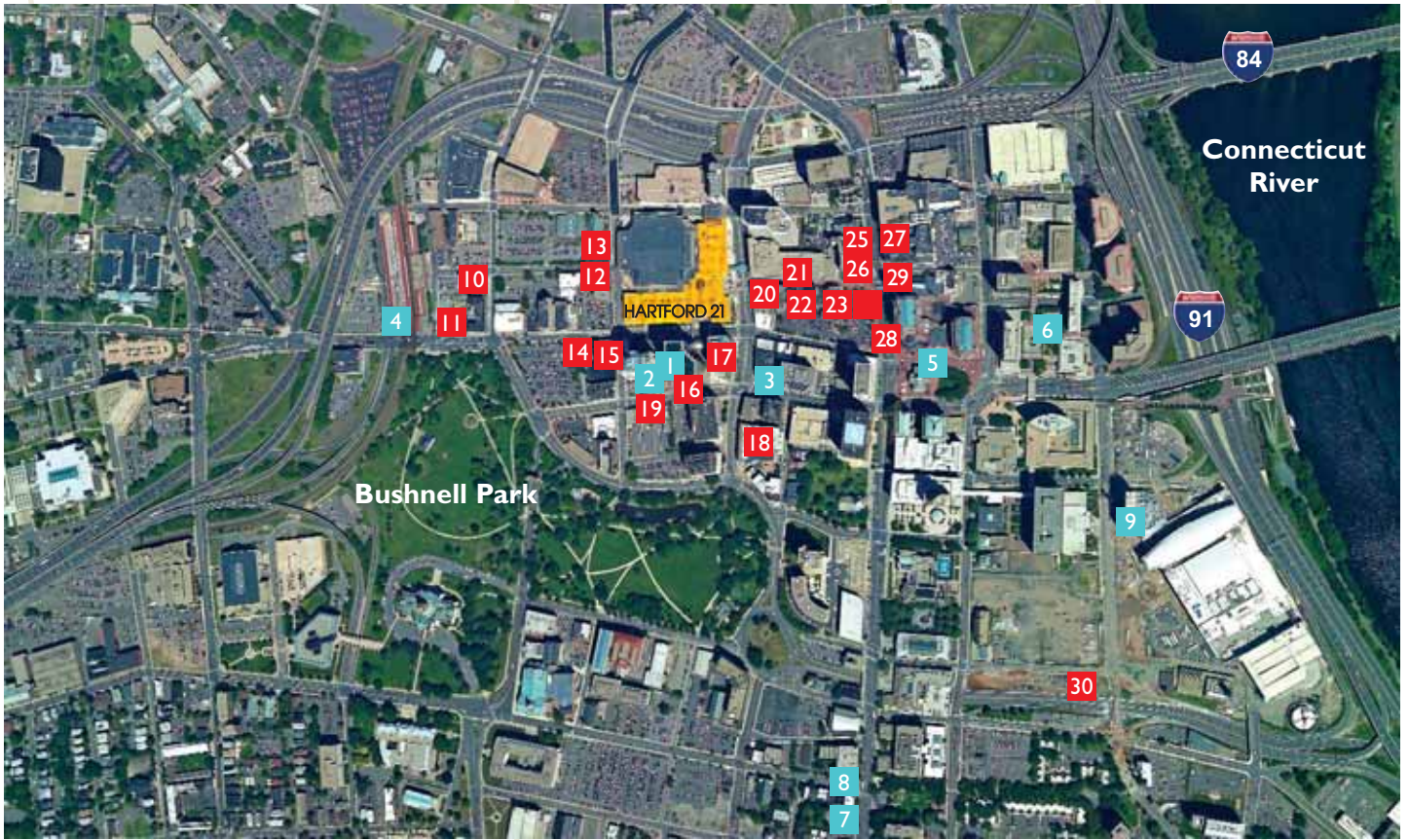
HOTEL

- 28 Hilton Hotel
- 29 Goodwin Hotel

- 30 Marriott Hotel
- 31 Marriott Residence Inn
- 32 Crowne Plaza Hotel
- 33 Holiday Inn Express
- 34 Homewood Suites

PUBLIC / GOVERNMENT

- 35 Capital Community College
- 36 UCONN Business School
- 37 Union Station (Rail & Bus)
- 38 State Capitol
- 39 Legislative Office Building
- 40 Morgan Street Parking Garage
- 41 City Hall
- 42 Church Street Parking Garage
- 43 MAT Parking Garage
- 44 Lewis Street Parking Garage



DOWNTOWN HARTFORD RESTAURANTS

FINE DINING

- 1** Max Downtown
- 2** Pierpont's (The Goodwin Hotel)
- 3** Trumbull Kitchen
- 4** Hot Tomato's
- 5** Morton's The Steakhouse
- 6** Spris
- 7** Peppercorn's
- 8** The Emperor at The Linden
- 9** Vivo (Hartford Marriott)

CASUAL DINING

- 10** Coach's
- 11** Black Eyed Sally's
- 12** Sally's Fish Camp
- 13** Agave
- 14** Mayor Mike's
- 15** The Red Plate
- 16** Au Bon Pain
- 17** Starbucks
- 18** Quizno's
- 19** bin 228

- 20** The Russell
- 21** Sweet Jane's
- 22** Terra Mia
- 23** Vaughan's Public House
- 24** Joe Black's
- 25** Woody's
- 26** JoJo's Coffee
- 27** City Steam Brewery
- 28** Dish
- 29** Kyoto
- 30** Arch Street Tavern



ABOUT NORTHLAND INVESTMENT CORPORATION

Northland Investment Corporation is a fully integrated real estate company focused on the acquisition, development, operation and long-term ownership of commercial real estate throughout the United States. Founded in 1970, Northland has long been an industry leader, having acquired, developed and managed more than 20 million square feet of real estate around the country.

The firm currently owns more than 65 properties. This \$1.5 billion portfolio includes urban mixed-use developments, downtown and suburban office buildings, shopping centers, R&D properties, industrial facilities, multifamily communities and hospitality properties. Holdings are concentrated in New England and along the southern tier of the United States.

Northland's Connecticut portfolio comprises 4.5 million square feet and is valued at more than \$500 million. Properties include Hartford 21, CityPlace II, Goodwin Square, 242 Trumbull Street - The Standard Building, Metro Center, 100 Allyn Street, The Pavilions, and Bigelow Commons.

In 2007, Northland Investment Corporation formed a partnership with AEG Worldwide, one of the world's leading sports and entertainment presenters. The Northland AEG LLC partnership represents Hartford's best opportunity to build a new arena, attract a professional sports team, and bring in quality retailers, creating a centerpiece for the region and acting as a catalyst for future development. On July 1, 2007, Northland AEG LLC assumed management of the Hartford Civic Center and Rentschler Field Stadium.

For more information on Northland Investment Corporation, please visit www.northland.com.

The Shops at HARTFORD 21 are exclusively marketed by:



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®

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