



5900 wilshire

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**Los Angeles Skyline Gets New Star as *Variety* Lights Up
the Miracle Mile's Iconic 5900 Wilshire High-Rise**

***The 31-story 5900 Wilshire tower will "flip the switch" for the first time
on its new *Variety* sign on Dec. 10***

LOS ANGELES (Dec. 10, 2008) – Los Angeles-based developer The Ratkovich Company announced today that it will celebrate the completed move of *Variety*, the leading international source for news on the business of entertainment, to 5900 Wilshire by "flipping the switch" to light the legendary *Variety* red logo atop the 31-story tower for the first time at 6:01 p.m. on Dec. 10.

Variety recently completed the move of its West Coast headquarters and operations to 5900 Wilshire, the iconic 31-story tower in the heart of the Miracle Mile. In true Hollywood fashion, The Ratkovich Company will celebrate the completed *Variety* move with a red-carpet, homecoming party on Dec. 10. Because the 31-story tower can be seen from any direction in Los Angeles, and has totally unobstructed, 360 degree views of the city, *Variety* truly has changed the city's skyline with its name at the top of 5900 Wilshire.

"*Variety's* move signals a new era for 5900 Wilshire," said Wayne Ratkovich, founder and president of The Ratkovich Company. "With the completion of the multi-million dollar renovation on the building, we were able to attract a high-profile, marquee tenant like *Variety*. And, with the lighting of the new *Variety* sign at the top of the building, 5900 Wilshire is a shining beacon of light as the prominent destination for the top media and entertainment companies in Los Angeles."

Reed Business Information, publisher of *Variety*, leased approximately 55,000 sq. ft. of space at 5900 Wilshire to house its *Variety*, Marketcast and Home Entertainment Group staff. With more than 200 employees, the company will occupy the top three floors at 5900 Wilshire.



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“As the preeminent voice in entertainment news, *Variety* is delighted to be joining the 5900 Wilshire media family and to light our iconic logo atop this historic Los Angeles landmark,” said Neil Stiles, president and publisher of *Variety*. “This move not only signals a new era for the building and surrounding community, but one for our business as well.”

The Ratkovich Company recently completed a \$34 million renovation of 5900 Wilshire that began in 2005 to transform the iconic tower into a modern and sophisticated business destination. The building officially debuted in June 2008 with a grand opening of the newly completed ground floor lobby. With a current occupancy rate at more than 90 percent, 5900 Wilshire has proven itself as another profitable revitalization project for The Ratkovich Company, known for other successful urban, rehabilitation projects such as The Alhambra, the 800 Wilshire building in downtown L.A. and Mid-Wilshire’s famed Art Deco landmark Wiltern Theatre.

About 5900 Wilshire

5900 Wilshire was designed by the legendary William Pereira in the late sixties and was acquired by The Ratkovich Company, in partnership with Prudential Real Estate Investors, in December 2005. After the completion of a \$34 million renovation, and with its unobstructed 360 degree views of the city, 5900 Wilshire is the new headquarters for all innovative, successful entertainment and media companies in the Miracle Mile. For more information, visit www.5900wilshire.net.

About the Ratkovich Company

The Ratkovich Company is a Los Angeles development company that engages in both new development and the imaginative reuse of existing buildings, including eight buildings of historic landmark status. The company has completed, or has under development, more than 13 million square feet of office, retail and industrial properties in Los Angeles County. The company has won numerous awards for its restoration of historic landmarks, including the Art Deco Wiltern Theatre and adjacent Pellissier building, Chapman Market and the city of Glendale's Alex Theatre. The renovated James Oviatt and Fine Arts buildings were also both awarded national landmark status after successful renovations by The Ratkovich Company. For more information, visit www.ratkovich.net.



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About Variety

Variety is the leading publication for entertainment news, recognized and respected throughout the world of show business. The Variety Group – *Daily Variety*, *Daily Variety Gotham*, *Weekly Variety* and *Variety.com* – are all owned by Reed Business Information (RBI), the largest business publisher in the U.S. RBI is a member of the Reed Elsevier Group plc (NYSE: RUK and ENL)

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