



For Immediate Release
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REDSIDE RANKS #1 ON OREGON BUSINESS' 2011 "100 BEST GREEN COMPANIES TO WORK FOR"

**The annual list celebrates the companies' dedication to green principles,
as judged by their employees**

PORTLAND, Ore. (May 25, 2011) — Redside, a commercial real estate company known for its expertise in sustainable redevelopment and property management, took the top spot on the 2011 "100 Best Green Companies to Work For," published by Oregon Business magazine.

"A newcomer, real estate and construction firm Redside, based in Oregon City, toppled green guru Gerding Edlen Development from its two-year perch as the No. 1 Best Green Company," writes editor Robin Doussard in an editorial in the June issue. Referring to the whole host of companies, she adds, "They walk the talk of sustainable business practices, and their employees not only get it, those values greatly help contribute to overall workplace satisfaction."

Founded in 2002 by Garrin Royer and Danny McGinley, Redside has long made sustainability a core value, starting with its first project in Oregon City. Royer visited the site of 900 Main, an old car dealership in the heart of downtown, after learning about construction debris recycling while going through the permit process. The building was in the process of being gutted for a complete renovation when he asked the general contractor where the demo debris would be going. "The dump," returned the contractor, and Royer promptly put the job on hold until they figured out which materials could be recycled.

Since then Redside has grown to 18 employees and has developed two LEED-designated buildings, both of which were 1970s-era suburban commercial properties; in each case 95 percent of the construction debris was recycled.

In addition to a 1.3 million sf property management portfolio, the company also has cultivated expertise in asset management for commercial bank clients whose distressed-assets portfolios are in need of turn-around management and redevelopment. Among Redside's current cache of redevelopment projects are the Penney Galleria in downtown Bend and the Oregon Pioneer and Loyalty-Hamilton buildings in downtown Portland. The Oregon Pioneer Building at SW 3rd and Stark is home to the venerable Huber's restaurant.

"We're very proud to just be included on the 100 Best Green Companies list," says Royer. "Sustainability means a lot to all of us at Redside. Our motto is that we want our buildings to sip, not gulp, resources. Danny and I feel this in our bones. It's gratifying that our team feels the same way, as deeply as we do."

R E D S I D E

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About Redside

Redside is a real estate investment and services firm best known for its environmental stewardship, innovative abilities and agile services. Redside acquires, develops and manages commercial and multi-family assets with specific expertise in high-performing, energy-efficient buildings.

