



FOR IMMEDIATE RELEASE:

CityCraftSM Ventures Names Geoffrey Reid as Director of CityCraft Centers

Geoffrey Reid brings ten years of valuable experience in various real estate, construction, sustainability, marketing and community-building related arenas

Charleston, SC; July 18, 2013 - CityCraftSM Ventures (CCV) announced today that Geoffrey R. Reid has been named Director of CityCraft Centers. Mr. Reid will be responsible for day to day operations, marketing, project management and will work with the executive team to grow the CityCraftSM brand while deploying the citycraftingSM processes in select cities across North America.

John L. Knott, Jr., Founder and CEO of CCV stated, "We are very pleased to bring Geoffrey on board as we continue a period of growth for the organization. Geoffrey has experience in all facets of our CityCraftSM framework and process including our role as master developer, non-profit management and community leadership. Geoffrey will also strengthen our project management capabilities as we grow our presence nationally, supporting the development of CityCraftSM Centers along with University Research Centers in North America."

Keith Bowers, Founder and President of Biohabitats and a CCV Owner added, "Geoffrey brings to CityCraftSM a wealth of experience, organizational skills, and project management which will be instrumental in addressing the work needed to help cities recapture and sustain their economic, social and environmental potential."

Prior to joining the team, Mr. Reid worked at The Sustainability Institute (SI), an environmental nonprofit where he managed the Green Cities Program. In this capacity, he provided sustainability consulting services to municipalities and assisted City leadership in developing planning processes to identify priorities, opportunities & existing assets to maintain & advance City sustainability initiatives. As project manager for the CharlestonWISE Impact project, a 2 year, \$500k grant funded project funded through the Sustainable Cities Institute/ Home Depot Foundation, Mr. Reid led a diverse team of stakeholders to perform needed research and market analysis to better understand the current condition of Charleston's single family residential housing stocks and the potential for energy efficiency improvements. The Project provided valuable support through data collection, community outreach, market analysis and workforce development. While at SI, Mr. Reid also acted as project manager for the Charleston Pilot EcoDistrict Project, assisting the City of Charleston in assembling a team and applying for the 2013 EcoDistrict Incubator, bringing the EcoDistrict concept to South Carolina for the first time.



Prior to his work at SI, Mr. Reid worked for the Noisette Company acting as their Communications Director, consulting on strategy and promoting the achievements of the Noisette Community, a unique public-private partnership to revitalize the 3,000 acre historic core and Navy Yard Business District of North Charleston, SC. Mr. Reid started his career with Pulte Homes, one of the largest homebuilders in the country. During his time at Pulte, he held various positions in the Atlanta, Hilton Head and Charleston markets and was recognized as a national leader and top performer.

Mr. Reid graduated from the University of Georgia with a Bachelors degree in Political Science. He holds a Masters degree in Project Management from The Citadel where he also received Graduate Certificates in Leadership and Technical Project Management. During Graduate School, he started his own company, Social Monkey Group, a business development company specializing in online public relations and marketing.

Mr. Reid is a Project Management Professional (PMP), a member of the Urban Land Institute, Project Management Institute, serves on the Design Board for the City of North Charleston's award-winning development, Oak Terrace Preserve and is on the Citizens Oversight Committee for the Charleston County School District's Capital Building Program.

Mr. Reid's journey of working for the largest homebuilder in the U.S. to joining the team of one of the most recognized sustainability minded developers in North America, paired with his education, nonprofit experience and entrepreneurial spirit has proven to him that there is a better way to (re)develop and restore our communities in a manner that is sustainable and attentive to the triple bottom line. Building upon these experiences, his thoughts on neighborhood development have evolved and led him to follow his passion of revitalizing our cities. This experience will be a valuable addition to the CityCraftSM Ventures team.

About CityCraft Ventures

Founded in 2008, CityCraftSM Ventures is a leader in creating long-term solutions to complicated real estate development projects at the building, block and city level. Our time-tested process is rooted in a community-based, holistic approach, which enables us to uncover higher returns and achieve long-term sustainable outcomes. Our passion lies in Restoring the Long-term Economic, Environmental and Social Health of our Cities.

<http://www.citycraftventures.com>

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