



For Immediate Release

August 29, 2007

PRUDENTIAL PREFERRED PROPERTIES ANNOUNCES NEW LAKE FOREST OFFICE AND MANAGER

CHICAGO – August 29, 2007 – Prudential Preferred Properties (PPP) has signed a 4,000-square-foot lease for a state-of-the-art office at 778 N Western Avenue in north suburban Lake Forest. Wendy Bergseth, a leader in metropolitan Chicago residential sales, has been named executive vice president of the firm and manager of the office.

“The North Shore in general, and Lake Forest in particular, is a highly sophisticated market,” said Chris Eigel, chief executive officer for PPP. “Our new office will match that sophistication and introduce a new standard of service for residential sales.”

“Wendy’s leadership will position us well as we continue to expand our footprint on the North Shore,” added Michael Pierson, PPP President and Chairman.

Bergseth was previously vice president and branch executive at Koenig & Strey GMAC Lake Forest East. Under her leadership, the office rose to be the leading residential real estate sales office in Lake Forest.

Prudential Preferred Properties’ Lake Forest office may be reached at 847.234.2500.

Prudential Preferred Properties has 10 sales offices with nearly 500 sales associates and staff in Chicago’s Lincoln Park, Lakeview and Lincoln Square neighborhoods, as well as suburban Evanston, Highland Park, Libertyville, Northbrook and Winnetka. These offices were acquired by principals Chris Eigel and Michael S. Pierson in February 2007. Almost immediately, new ownership opened two offices, in Lake Forest and at 737 N. Michigan Ave. in Chicago, and added more than 150 sales professionals and staff. More information is available at PruPref.com.

Prudential Preferred Properties is an independently owned and operated member of Prudential Real Estate Affiliates, a full-service residential and commercial real estate network with nearly 2,000 franchise offices and more than 64,000 sales professionals in the franchise network in the United States and Canada. Prudential Real Estate Affiliates Inc. consists of companies selected for their outstanding performance records, high levels of customer service and shared business values.

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