

BALLANTYNE

Experience a Successful Master Planned Community





BALLANTYNE

AN OVERVIEW



Above Left: Pre-development of Ballantyne, 1994
Left: Ballantyne Corporate Park, January 2011

Ballantyne is a 2,000-acre, master planned community in south Charlotte, North Carolina. Over two decades ago, the Bissell and Harris families envisioned an environment where a diverse population could find opportunities for housing, retail and employment – all within a 10-minute drive. Created on family farmland, the master developers invested in a strong infrastructure to ensure that Ballantyne would be a sustainable community from the very beginning.

Today, Ballantyne provides an incomparable lifestyle choice that offers an enhanced quality of life. With numerous residential, retail and recreational options, Ballantyne has created a sphere of influence such that many think of Ballantyne as a vast

geographic area consuming much of the southern portion of Mecklenburg County.

Offering direct access to I-485, Ballantyne's convenient location is within 20 minutes of downtown Charlotte and Charlotte Douglas International Airport.

Ballantyne is recognized as one of the most successfully designed and executed mixed use communities in the nation. The vision for Ballantyne has been realized as homes, offices, hotels, golf and other recreational outlets connect to create a comprehensive and convenient lifestyle.





Bissell COMPANY PROFILE

The Bissell Companies, Inc. serves as the headquarters for a full range of real estate and related operating companies located in Charlotte, North Carolina. Founded in 1964, Bissell is widely recognized as the principal office developer of Ballantyne and SouthPark – two of the Southeast's largest and most successful mixed use communities. Today, Bissell specializes in commercial development, office leasing, property management, real estate investments and hotels, with ancillary interests in golf, spa and media businesses. Dedicated to delivering unmatched experiences to its customers, Bissell upholds the highest standards by comparing its efforts to the Top 5% of comparable service experiences in the world.

Opposite Page: Sunrise over construction of the Woodward Building, October 2011

Above Left: Chairman, Smoky Bissell and President of Development, Clifton Coble

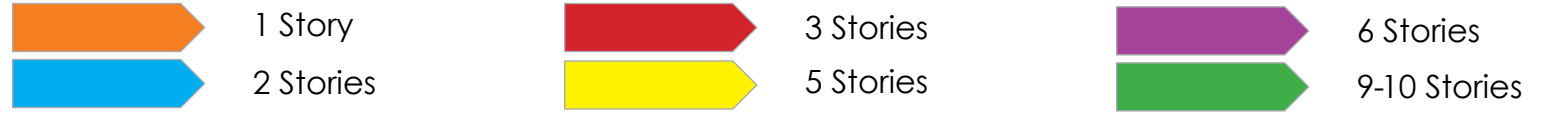
Above Right: Ballantyne Corporate Park offers beautiful landscaping, water features and artwork for tenants and the greater community to enjoy.





Harris Building

In the heart of Ballantyne is Ballantyne Corporate Park, a Class A office park with more than four million square feet of commercial space. Ballantyne Corporate Park fits naturally among the residential, retail and recreational components to maximize convenience and balance for the employees working here.



Positioned in the heart of Charlotte's largest concentration of college educated and experienced labor, Ballantyne Corporate Park is home to over 35 Fortune 500 companies. Current corporate headquarter clients include SPX Corporation, Snyder's-Lance, Premier, LendingTree, Polypore, Babcock & Wilcox, Camstar, ESPN Regional Television and Carlisle Companies. Bissell controls the 535-acre Corporate Park, which helps to differentiate this business community as a special place, as well as allow for unparalleled tenant flexibility. More than 100 expansions have been accommodated in the Park.

Bissell's long-standing relationship with the same architect ensures consistency in appearance throughout Ballantyne

Corporate Park. Long stewards of the environment, Bissell has dedicated large areas of open space to each development in which to incorporate over a dozen "pocket parks" that enhance the natural habitats and overall tenant experience. Details such as beautifully customized flowerbeds, assorted water features and carefully selected art make Ballantyne Corporate Park especially unique.

Bissell's substantial investment to the development also includes a dedicated communications and tenant activities department that updates digital flat screens located in nearly every building and maintains go-ballantyne.com, a tenant website that provides extensive

information on weather, events, job postings and Ballantyne area activities.

Capitalizing on our nation's increasing interest in sustainable building design, Bissell has developed over 1.2 million square feet of office buildings that have been awarded LEED® Gold certification with another 800,000 under construction. This represents one of the largest commitments to the development of environmentally sensitive and sustainable speculative office development in the Southeast.



RESIDENTIAL



Ballantyne Country Club

Ballantyne features plentiful residential options ranging from apartment complexes to country club estates. The diversity and abundance of great choices within minutes of the office park have been critical to the success of the area. Home prices range from \$145,000 to over \$4 million, making affordability and access available for everyone within ten minutes of work. Ballantyne boasts superior demographic and economic characteristics, with 28277 representing the zip code with the second highest income level in the greater Charlotte area.



SINGLE FAMILY HOMES

Total Homes
1,232

Available Homes
52

Neighborhoods
Ballantyne Country Club
Ballantyne Meadows
Bexley at Ballantyne
Kensington at Ballantyne



TOWNHOME/CONDOS

Total Units
654

Available Units
6

Neighborhoods
Adair Townhomes
Villages of Charleston Place
Richmond Hill at Ballantyne



APARTMENTS

Total Units
1,833

Rental Options
1-3 Bedrooms

Complexes
Post Ballantyne
Camden Ballantyne
Cheswyck at Ballantyne
Crestmont at Ballantyne
Plantation Park at Ballantyne

RETAIL



Ballantyne Village

With over 400,000 square feet of retail space in the heart of Ballantyne and over 2.5 million in the surrounding area, Ballantyne offers desirable lifestyle amenities. Featuring a variety of restaurants, services, shops and everyday conveniences, Ballantyne's ideal location provides abundant choices.

Ballantyne Commons East

Built in 1999, Ballantyne Commons East is a 138,000-square foot retail center anchored by Harris Teeter, one of the area's dominant grocers. The shopping center also features popular restaurants and a complete list of services including salons, specialty shops and healthcare options.



Ballantyne Village

This upscale mixed-use development consists of 170,000 square feet of boutique, retail and restaurant space as well as an art house movie theater and Class A office space. Located at the intersection of US Hwy 521 and Ballantyne Commons Parkway, Ballantyne Village has become a landmark for the Ballantyne community with its festive crown on the theater building.



Ballantyne Quad

Located in the heart of Ballantyne Corporate Park, Ballantyne Quad is a 35,000-square foot retail center. The location offers a variety of fast cuisine options, conveniences and nightlife.

Adjacent to the Quad is a cluster of small shops featuring Starbucks, Subway and Pei Wei. The surrounding area also features several banks and a drugstore.



Ballantyne Corners

Ballantyne Corners is a new 49,000-square foot shopping center located at the corner of North Community House Road and Ballantyne Commons Parkway. Featuring convenient dining options, this retail hub includes Ballantyne Arts Center and an upscale restaurant with a rooftop patio.





RECREATION & LEISURE



Pond at Hole #17 at The Golf Club at Ballantyne

Ballantyne offers a variety of leisure and fitness options within minutes of the workplace. Tenants and members of the community alike enjoy the picnic areas, mini parks, fishing ponds and two USGA putting greens nestled amongst office buildings.



Wellness

With more than 16 miles of sidewalks and bike paths, it's easy to get a workout in during a lunch break. The Corporate Park was designed to be used by the community during the day, after work and on the weekends. In addition, the Park features a low impact fitness trail with 20 exercise stations and a recreation field.

The on-site YMCA Corporate Wellness Center offers a free shower facility for tenants, as well as access to a variety of fitness services. Ballantyne is also home to one of the largest family YMCAs in the nation.

Spa

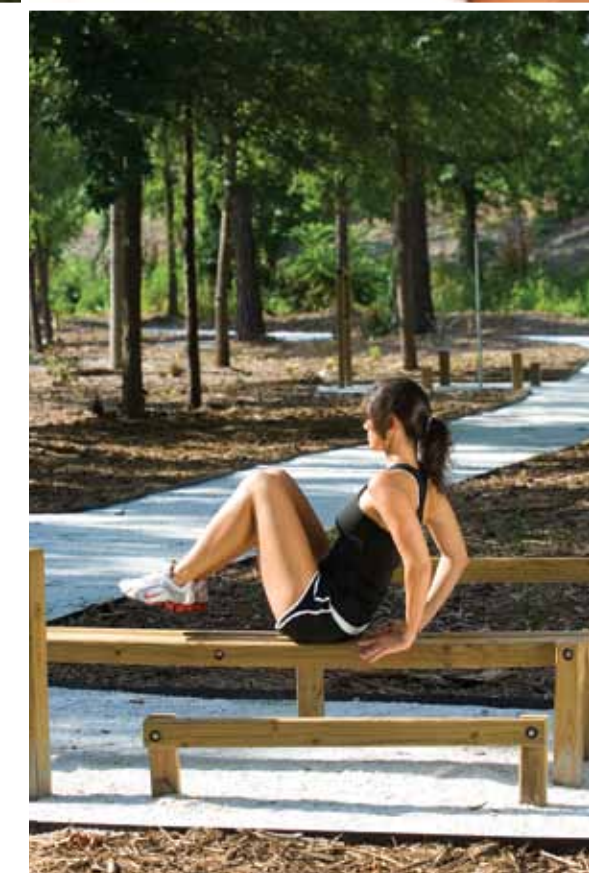
A true destination spa experience, The Spa at Ballantyne features an extensive menu of services and a full-service salon. The Spa at Ballantyne has even been known to make office visits and customize packages for employers.

Golf

Selected as a "Best Place to Play" with a 4 ½-star rating by *Golf Digest*, The Golf Club at Ballantyne offers one of the finest daily fee golf experiences in the region. The Audubon-certified course is also home to the nationally renowned Dana Rader Golf School.

Access to Adjacent Greenway

Ballantyne is located nearby the County's Greenway, which provides a popular place to walk, jog or bike. The recently developed Four Mile Creek Greenway section features significant boardwalk through scenic wetlands with abundant wildlife.





BISSELL HOTELS



Guest Room at The Ballantyne Hotel & Lodge

Bissell owns and manages four hotels (nearly 600 rooms) that provide various service levels and a range of price points. Each hotel is consistently recognized as a leader in its respective brand, signifying Bissell's passion for providing exceptional service.



**Courtyard by Marriott
Charlotte Ballantyne**



Courtyard by Marriott Charlotte Ballantyne offers a customer-focused design to provide a better guest experience. The hotel features 90 guest rooms with refrigerators and 32" LCD televisions. Guests enjoy comfortable accommodations, an open, bright and contemporary 'living space' lobby, casual dining at The Bistro, a 24/7 market, indoor pool, fitness room, complimentary Wi-Fi and access to nearby conveniences.



**Aloft Charlotte
Ballantyne**



Aloft Charlotte Ballantyne, a LEED-certified hotel, offers a modern, fresh and fun destination with its loft-inspired design and free flowing energy. All 136 guest rooms feature ultra-comfortable signature beds, oversized showers and Bliss Spa amenities. The hotel also offers a hip w xyz bar, meeting space, grab'ngofood and beverage options, complimentary internet, fitness room and indoor pool.



**The Ballantyne
Hotel & Lodge**



The Ballantyne Hotel & Lodge, a member of Starwood's The Luxury Collection, is a Forbes Four-Star and AAA Four-Diamond award-winning hotel. Featuring elegant guest rooms and suites, a private Lodge retreat and a charming Cottage, The Ballantyne Hotel & Lodge offers golf, tennis, dining, spa, fitness and indoor and outdoor pools. With versatile event space, the hotel is a popular venue for meetings and social occasions.



**Staybridge Suites
Charlotte Ballantyne**



Staybridge Suites Charlotte Ballantyne is an all-suite hotel that is ideal for both extended stay and short-term hotel needs. Suite options include studio, one-bedroom or two-bedroom/two-bath suites. Each room features a kitchen, as well as spacious living and work areas. Complimentary amenities include breakfast, internet, business center, evening receptions, fitness room, indoor pool and laundry room.



SUSTAINABILITY



Atkins Nursery

From the beginning, Bissell has understood the value and importance of creating environmental sustainability within its office environment as well as among customers and the community.

LEED Gold Office Space

Bissell has completed over 1.2 million square feet of LEED Gold-certified office space, developing more new construction and core and shell LEED-certified buildings than any other private developer in the Carolinas. A 550,000-square foot, twin 10-story project, which is currently the largest speculative project in the nation, is being built to LEED Gold standards for completion by the end of 2012. In addition, the new SPX headquarters under construction is a 238,000-square foot LEED project.

Innovative Sustainable Strategies

Bissell implements innovative strategies in environmentally sustainable construction and site development, water savings, energy efficiency, materials selection and indoor environmental quality. Virtually 100% of the water runoff associated with impervious surfaces is captured in open detention ponds and used for common area irrigation.

Composting

Bissell has collected more than 25,000 pounds of food waste from Gallery Restaurant to use as fertilizer in The Ballantyne Hotel & Lodge's flower beds and around plants in Ballantyne Corporate Park.

Flower Power

Every year, Bissell Land Services plants 80,000 annuals throughout the Park. Additionally, Bissell maintains a perennial cutting garden containing 200 flower varieties, 400 different plants and over 20 plant species.

Tenant Awareness

Tenants and the Ballantyne community are updated on all the sustainable initiatives through go-ballantyne.com and on flat screens in building lobbies.

Annual Earth Day Event

At Ballantyne Corporate Park's 2012 Earth Day Event, 15,000 pounds of paper were shredded and recycled and nearly 6,000 pounds of electronics were collected and recycled at no charge to tenants.

Herb Garden

The Ballantyne Hotel & Lodge houses an herb garden, featuring 50-75 seasonal herbs.

Honey

The Ballantyne Hotel & Lodge's Gallery Restaurant uses honey harvested from honey bees maintained at bee hives adjacent to Aloft Charlotte Ballantyne. The culinary team is able to add the honey to sauces, dressings, marinades and cheeses.

Bluebird Nesting Program

Bissell has installed 60 Eastern Bluebird nesting boxes throughout both the golf course and the Corporate Park to provide a safe nesting environment for the bluebirds.



AWARDS

The Bissell organization is driven to provide a first-class customer experience across all of our business lines. Identified as our "Top 5%" initiative, our employees' benchmark is to perform in the Top 5% in the world relative to their peers. Bissell is very proud of the following achievements:



Charlotte's only
Forbes Four-Star Hotel

AAA
Four-Diamond Hotel



Six-time Torchbearer
Award Winner, #1 in
the World for Overall
Guest Satisfaction
& Quality Assurance



Gold Award Winner
for Top Guest Satisfac-
tion and #1 in brand
for Least Problems
Experienced



#1 in Overall Guest
Satisfaction in
North America



Awarded International Office Park
of the Year by BOMA



#1 in Customer Service in Property
Management Awarded by CEL & Associates



Sustainable Development Award
PRESENTED BY NAIOP

LEED® Gold Harris & Boyle Buildings honored with
the Sustainable Development Award by NAIOP



Bissell recognized for its sustainable efforts
by the *Charlotte Business Journal*



4½ Stars Rating as
Best Place to Play Golf
by *Golf Digest*

Top 50 Resort Golf
Course in the Nation
by *Golf World*



Top 25 School in the
Nation by *Golf Magazine*

Dana Rader named
Top 100 Teacher in the
Nation by *Golf Magazine*



Charlotte's only
Forbes Four-Star Spa



Charlotte's only Forbes
Four-Star Restaurant





Commercial Development & Leasing • Investments
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