

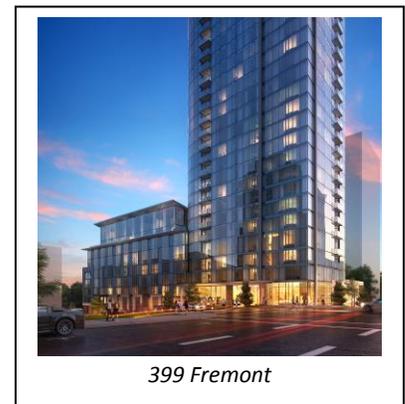
## 399 Fremont Begins Pre-Leasing San Francisco's Newest Luxury Residential Tower Rises to the Top of the Market

*Strong Demand Expected for Unparalleled Combination of Views, Space, Finishes and Amenities*

**SAN FRANCISCO – Jan. 12, 2015 –** [399 Fremont](#), a distinctive architectural addition to San Francisco's burgeoning Rincon Hill neighborhood, has opened its temporary leasing center in advance of first move-ins this spring. The residential for-lease high rise, developed in a joint venture by UDR, Inc. and MetLife Inc., sets a new benchmark in San Francisco, with an unparalleled combination of condominium-quality finishes and space, panoramic views and best-in-class amenities. The leasing center is located at the corner of Harrison and Fremont streets and welcomes visitors Monday through Friday, 9 a.m. to 6 p.m., Saturday 10 a.m. to 5 p.m., and Sundays by appointment.

"We are thrilled to begin the leasing process for this stunning new community," said Jerry Davis, Chief Operating Officer at UDR. "At 399 Fremont we have set a new standard in for-lease high rises in San Francisco. The homes are spacious with the finest finishes and amenities, ensuring that every resident's need is met, and the views of San Francisco and the surrounding Bay are simply breathtaking. We are excited to have begun and are already looking forward to the first move-ins this spring."

The brand new 42-story building features 447 homes, ranging from spacious studios to luxurious three bedroom penthouse suites. With homes ranging from 420 square feet to more than 2,200 square feet, 399 Fremont offers the largest average-sized homes in a for-lease high rise in San Francisco. Homes are modern in design with high ceilings and floor-to-ceiling windows. Heating and air conditioning can be controlled individually and remotely via Wi-Fi. High-speed Internet access is free, with speeds up to one GIG. High quality finishes include Bosch appliances, Italian Snaihero cabinetry, full-size washers and dryers in each home, quartz countertops, and walnut flooring.



"MetLife is excited to be involved in the 399 Fremont project in San Francisco as it fits our long-term strategy of developing high-quality core assets in markets with strong fundamentals," said Joel Redmon, managing director and head of MetLife's San Francisco regional office. "We have a strong and successful relationship with UDR and we look forward to the start of leasing of this first-rate property."

The range of top-class amenities means there will be something to cater for everyone's taste. The unique top-floor Sky Lounge offers stunning views of the city. In addition to a heated lap-pool and whirlpool spa, the fitness center offers a yoga room, a spin room and a full gym, which are perfect for recreation and relaxation. For wine lovers, there are also wine storage rooms. Superb entertaining and work areas include a catering kitchen, multimedia center and three conference rooms with the latest technology. 399 Fremont stands out as a pet-friendly community featuring a 3,000 square-foot private dog park and outdoor pet lounge.

# 399 F R E M O N T

Media Contact:  
Greg Bortkiewicz  
Landis Communications Inc.  
[greg@landispr.com](mailto:greg@landispr.com)  
(415) 359-2306  
[www.landispr.com](http://www.landispr.com)

## **Style Meets Sustainability**

399 Fremont is LEED (Leadership in Energy & Environmental Design) Silver-certified, a nationally recognized program run by the US Green Building Council. It is also the first for-lease high rise in the US with 100% LED lighting, a noteworthy accomplishment that will provide huge savings in electricity use and dollars spent. The finished building features a number of systems and fixtures that minimize energy and water consumption, including a distinctive architectural roof feature of solar panels that pre-heat water. 399 Fremont encourages sustainable transportation with bicycle storage and a bicycle repair room.

Architectural firm [Solomon Cordwell Buenz](#) (SCB) is the country's award-winning residential high rise expert, with offices in San Francisco and Chicago and numerous projects across the country recognized for their design. For 399 Fremont, SCB created curved exterior glass walls, stylish balconies, a distinctive curved roof and nighttime illumination, all establishing 399 Fremont as a major addition to San Francisco's skyline.

Inside the building, a new standard for style and amenities is achieved in part by the art installations displayed throughout the common areas. Specially commissioned pieces from renowned local artists Barbara Vaughn and Tom Lieber are the highlights, with many more installations from other acclaimed artists scheduled for 2016, giving 399 Fremont the feel of an upscale art gallery.

## **Commitment to Bay Area**

399 Fremont has made significant contributions to the local economy. When complete, the 399 Fremont development will have contributed more than \$20 million to San Francisco's Affordable Housing Fund.

The building is managed by [UDR](#), a leader in premier buildings located throughout the US. "The leasing of 399 Fremont is the beginning of another exciting chapter in UDR's relationship with San Francisco," said Suzie Miller, Vice President, Operations at UDR. "UDR is proud to contribute to the Bay Area economy and housing market as we have done for the past two decades. As 399 Fremont becomes our fifth residential community in the city, we look forward to providing San Franciscans with beautiful for-lease homes for years to come."

## **Open For Leasing**

The 399 Fremont leasing center opened its doors December 7th. Located at the corner of Harrison and Fremont streets, the property welcomes visitors Monday through Friday, 9 a.m. to 6 p.m., Saturday 10 a.m. to 5 p.m., and Sundays by appointment.

The center features a stunning 3-D model of the building linked to an interactive video wall. Prospective residents can use the model and video wall to view floorplans, take a video tour of a home and explore views from each home. A coffee bar and seating area make for a relaxing and enjoyable experience. For more information, please visit [www.lease399.com](http://www.lease399.com) or call (415) 842-4105.

# 399 FREMONT

Media Contact:  
Greg Bortkiewicz  
Landis Communications Inc.  
[greg@landispr.com](mailto:greg@landispr.com)  
(415) 359-2306  
[www.landispr.com](http://www.landispr.com)

## **About 399 Fremont**

399 Fremont offers for-lease metropolitan living in San Francisco's Rincon Hill neighborhood, with an unparalleled combination of condominium-quality furnishings and space, panoramic views and best-in-class amenities. 399 Fremont is pet-friendly, LEED Silver-certified and is within walking distance of San Francisco's many waterfront, financial district and dynamic neighborhood offerings and attractions. Pre-leasing is now underway, with first leases having already been signed. For more information, visit [www.lease399.com](http://www.lease399.com), call (415) 842-4105 or visit the leasing center located at 399 Fremont Street, San Francisco, CA 94105.

## **About UDR**

UDR, Inc. (NYSE:UDR), an S&P 400 company, is a leading multifamily real estate investment trust with a demonstrated performance history of delivering superior and dependable returns by successfully managing, buying, selling, developing and redeveloping attractive real estate properties in targeted U.S. markets. As of December 31, 2015, UDR owned or had an ownership position in 49,323 apartment homes including 3,222 homes under development. For 43 years, UDR has delivered long-term value to shareholders, the best standard of service to residents and the highest quality experience for associates. Additional information can be found on the Company's website at [www.udr.com](http://www.udr.com).

## **About MetLife**

MetLife, Inc. (NYSE: MET), through its subsidiaries and affiliates ("MetLife"), is one of the largest life insurance companies in the world. Founded in 1868, MetLife is a global provider of life insurance, annuities, employee benefits and asset management. Serving approximately 100 million customers, MetLife has operations in nearly 50 countries and holds leading market positions in the United States, Japan, Latin America, Asia, Europe and the Middle East. For more information, visit [www.metlife.com](http://www.metlife.com).

**MEDIA PLEASE NOTE:** To request a tour, an interview, video or photos, please contact Greg Bortkiewicz at (415) 359-2306 or [greg@landispr.com](mailto:greg@landispr.com).

###