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**RETHINK DEVELOPMENT LAUNCHES THE LOFTS @ CHEROKEE STUDIOS
WITH THE FIRST-EVER ROCK-N-ROLL DESIGN SHOWCASE TO BENEFIT
HABITAT FOR HUMANITY OF GREATER LOS ANGELES**

*Introducing **Rock-n-Platinum**: A Designer Showcase that Reinterprets Music
Through Design*

LOS ANGELES, CA (August 4, 2009) – REthink Development, a Los Angeles-based sustainable real estate developer, is proud to announce , the first-ever rock-n-roll showcase that reinterprets music through design. Hosted at **The Lofts @ Cherokee Studios** (www.loftsatcherokeestudios.com) – a state-of-the-art 12-unit live/work loft development located on the former site of a legendary recording studio in Hollywood - Rock-n-Platinum brings together a rock-star cast of designers to create four lofts that pay homage to artists who once recorded at Cherokee Studios. This special showcase will benefit charity partner **Habitat for Humanity of Greater Los Angeles** and will be held October 15th through November 5th.

“Rather than erasing another great cultural landmark, we’ve chosen to remember and even revive Cherokee Studio’s platinum legacy,” explains REthink Development Co-Founder and Principal Steve Edwards. “Rock-n-Platinum is a great opportunity to highlight the Lofts @ Cherokee Studios’ unique features – from the architectural, to the sustainable, to the musical.”

"Habitat for Humanity of Greater Los Angeles and Hollywood for Habitat for Humanity are thrilled to be a part of Rock-n-Platinum to celebrate the reinvention of an iconic Hollywood Recording Studio into sustainable, live/work spaces," says Erin Rank, President/CEO of

Habitat for Humanity of Greater Los Angeles. "This project aligns closely with our commitment to building a greener and greater Los Angeles."

The cast of designers who have been tapped to be part of Rock-n-Platinum include:

- **Rogério Carvalho (RC Design Federation)** designing the consummate bachelor's pad in homage to the Thin White Duke himself, the inimitable **David Bowie**
- **Kristin Casey + Rick Rifle (Stylush Life)** designing a tri-level suite in the spirit of the original crooner, **Frank Sinatra**
- **Lori Dennis + Brook Casey (Dennis Design Group)** designing a dramatic tri-level suite in the image of shock rock legend **Alice Cooper**
- **Jennifer Siegal (Office of Mobile Design) + Sandra Sharma (BLANKSPACE)** designing a penthouse pad in homage to eco-minded alternative rock band **30 Seconds to Mars**

REthink Development will host a series of special events throughout the showcase, including an opening night benefit for Habitat for Humanity, a private music showcase with Vimby.com, a pop-up rock-n-roll art exhibit by Gallery 319, public open houses, and so much more.

Designed by award-winning architecture firm Pugh + Scarpa, the sleek and minimal Lofts @ Cherokee Studios make the perfect backdrop for this one-of-a-kind design showcase.

Follow the Rock-n-Platinum blog at <http://rock-n-platinum.blogspot.com/> to learn more about the designers, the developers, the chosen rock stars, the schedule of events, and the evolution of Rock-n-Platinum.

"Cutting a Platinum record and constructing a Platinum building really aren't that different," adds Greg Reitz, REthink Development Co-Founder and Principal. "Much like a good song, a well-built green building can truly be timeless. Our hope is that we've been able to incorporate a bit of rock-n-roll history into the future of this building, and that new generations of talented

musicians will record winning Platinum albums at the Lofts @ Cherokee Studios for many years to come.”

ABOUT THE LOFTS @ CHEROKEE STUDIOS (www.loftsatcherokeestudios.com)

Cherokee Lofts is the most advanced and distinctive building of its kind in Los Angeles. It will be the "greenest" LEED Platinum* Certified mixed-use development in the state of California. The building honors the significant musical and Hollywood history of Cherokee Studios, and MGM and Republic Studios before it, and all the artists who recorded music on the site from Frank Sinatra to David Bowie to Dave Mathews. Cherokee Studios represents the premiere in green design, form, and function in the epicenter of the entertainment capital of the world.

ABOUT RETHINK DEVELOPMENT

REthink Development is an innovative real estate development and consulting company focused on leveraging green building practices and high performance building technologies to build higher value, healthier, and more environmentally sound communities and workplaces for the future. Like Toyota’s design of the Prius, REthink Development advances real estate development by mixing the right technology, design, innovation, and market positioning to deliver a product that smartly differentiates itself in the marketplace. As a result, the popularity, market recognition and perception, and economics of such a differentiated product ultimately drive profitability upwards while increasing the economic, social, and environmental bottom line (“triple bottom line”) for all immediate and extended stakeholders. For more information, visit www.rethinkdev.com.

ABOUT HABITAT FOR HUMANITY

HABITAT FOR HUMANITY OF GREATER LOS ANGELES strives to eliminate poverty housing through advocacy, education and partnership with families in need to build simple, decent affordable housing. Since 1990, HFH GLA has built and renovated nearly 500 homes locally and worldwide, transforming the lives of hundreds of individuals. For more information, visit www.habitatla.org.

ABOUT HOLLYWOOD FOR HABITAT FOR HUMANITY

Hollywood for Habitat for Humanity (HFHFH) is an entertainment industry partnership with Habitat for Humanity of Greater Los Angeles that launched in 2000 with a 20 house "blitz build." HFHFH was founded by Screenwriter/Director Randall Wallace (Braveheart, We Were Soldiers) to encourage the entertainment industry to support Habitat for Humanity’s goal of eliminating substandard housing worldwide. HFHFH works with talent and industry leaders who support the organization through donations, volunteer hours and advocacy. Thousands of volunteers from the entertainment industry have helped build homes in the United States and around the world. www.hollywoodforhabitat.com

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