

FOR IMMEDIATE RELEASE

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CHICAGO'S BEST VIEWS NOW CONTROLLED BY... YOU

New international partnership takes guest experience to the cutting edge

CHICAGO, IL – John Hancock Observatory is proud to announce the launch of the Behold™ telescope more than 1,000 feet above Chicago, through an international partnership with Montreal-based gsmprjct° technologie. This world-first technology, developed by gsmprjct° technologie, was first seen at the world's tallest tower, the Burj Khalifa (formerly Burj Dubai), as a solution for visibility restricted days. While they may contain some of the most sophisticated consumer-focused technology to date, the telescopes are easy to use.

Behold™ technology now makes an exclusive North American premiere at the Observatory and takes traditional telescope technology to new heights by allowing guests to take a closer look at "Chicago's Best Views" no matter what the weather is like outside or the time of day. Each of the five telescopes installed this week contain the ability to instantly change your view from a 'live' camera view to 'night' or 'day', enabling users to *always* see the Windy City, regardless of what's on the other side of the windows.

"This installation of one of the latest and most advanced viewing technologies in the world and puts Chicago in the palm of our guests' hands," said Daniel Thomas, general manager, John Hancock Observatory. "We never stop innovating and enhancing all aspects of the viewing experience and this unique project demonstrates how we continue to lead the way and revolutionize our product beyond just having the best view in the city."

Just by laying aim on any number of landmarks and famous sites around the city, the push of a button brings up more information, photos and exclusive concierge tips. In conjunction with *Concierge Preferred* magazine, the telescopes will give updated insider tips on Chicago's hotspots and landmarks from leading historians and the experience of more than 750 concierges from all over Chicago.

To give Chicago the best opportunity to come and try out the new telescopes, they are completely free until the end of June. "Weather is no longer an issue with the Behold™ telescopes because we are launching a new zero visibility rate, where we almost half admission and include your 2 minute view through Behold™ – so you are always guaranteed a view" Thomas said.

"We decided to launch in Chicago exclusively with John Hancock Observatory because of their record of ground breaking experiences and stunning views," said Vincent Brie, president, gsmprjct° technologie. "While the first generation Behold™ telescopes made their initial appearance at World Federation of Great Towers co-member, Burj Khalifa, the Observatory was the natural next partner."

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gsmprjct^otechnologie developed and manufactured the interactive electronic telescopes. The user-visible hardware portion is an LCD touch-screen linked to a digital high-resolution camera. The assembly pivots around its axis while offering its user complete XYZ control, with integrated payment processing and content updates.

A rendering has been included at the very end of this press release for easy reference.

About John Hancock Observatory

Located inside the iconic John Hancock Center, John Hancock Observatory is open every day from 9 a.m. to 11 p.m. and, at 875 North Michigan Avenue, stands in the heart of the Magnificent Mile next to hundreds of shops, restaurants, attractions and entertainment venues. Highlights include spectacular 360° views spanning 80 miles and four states and the city's only open-air Sky Walk, all accessed by the fastest elevators in the country. John Hancock Center and John Hancock Observatory are owned and operated by affiliates of Golub & Company. More information at www.hancockobservatory.com.

Learn the latest from Chicago's skies by becoming a fan of John Hancock Observatory on Facebook at www.facebook.com/HancockObservatory and following its updates on Twitter, [@aThousandFeetUp](https://twitter.com/aThousandFeetUp).

About gsmprjct^otechnologie

Employing a crack team of engineers backed by extensive experience in software and hardware development, gsmprjct^otechnologie specializes in designing, developing and producing custom technology products. Each product created by the team successfully meets specific new communication objectives arising from the increasingly vital role played by technology in all areas of communication. The designs, which include such products as an interactive multimedia game theatre, an automated ticketing system, an interactive electronic telescope, and a revolutionary, portable audiovisual guide, are primarily, but not exclusively, destined for the exhibition market. More information at www.gsmprjct.com.



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