

FOR IMMEDIATE RELEASE

May 5, 2010

REGION'S FIRST-EVER LIVE FLORAL CARPET TAKES BLOOM AT JOHN HANCOCK CENTER

*More than 6,000 flowers will blanket Center's Garden Plaza to launch annual
Tulips on The Magnificent Mile® campaign*

CHICAGO, IL – Launching the Greater North Michigan Avenue Association's 7th Annual Tulips on The Magnificent Mile®, a three-dimensional 110'x45' Floral Carpet is taking over John Hancock Center's Garden Plaza. This incredible display, the likes of which have not been seen in the Midwest before, depicts the Tulipa Maggie Daley, blooming for the first time this spring in three places along the famed Magnificent Mile. The striking living work of art will be revealed on Thursday, May 6 with a media event celebrating Chicago's First Lady, whom will be in attendance for the Floral Carpet unveiling and to see her new tulip, and will be on display through Sunday, May 16.

"As one of the official sponsors of Tulips on The Magnificent Mile, we are extremely excited to be hosting such a unique kickoff to the annual month-long event," said Daniel Thomas, general manager, John Hancock Observatory. "Together with our iconic landmark, this distinctive installation is sure to bring attention and visitors back to take in the hundreds of thousands of tulips that spring up along The Magnificent Mile each year."

In celebration of the Floral Carpet and launch of this year's Tulips on The Magnificent Mile campaign, John Hancock Observatory will also be giving away an **exclusive \$5 off the Total Tower Experience ticket coupon**, only available at the Greater North Michigan Avenue Association's tent on the Plaza.

One of the only live Floral Carpets in the United States, volunteers will spend about 96 hours turning more than 6,000 spring flowers, tulips, sod, mulch and more to create the commanding display. Three days full of family friendly events will take place Mother's Day weekend, including the eagerly awaited Floral Market at John Hancock Center and a Dutch Bike Ride, hosted by the Consulate-General of the Kingdom of the Netherlands.

Tulips on The Magnificent Mile is put on by The Greater North Michigan Association each year to welcome spring and the blooming of the now much anticipated tulips. Exclusive spring-themed experiences await visitors at hotels, restaurants, retailers and attractions in the historic Magnificent Mile district. Tulipa Maggie Daley, a pink lily flowering tulip that took 12 years to create, can only be seen along The Magnificent Mile and is the first tulip to be named after a mayoral first lady.

****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

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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.

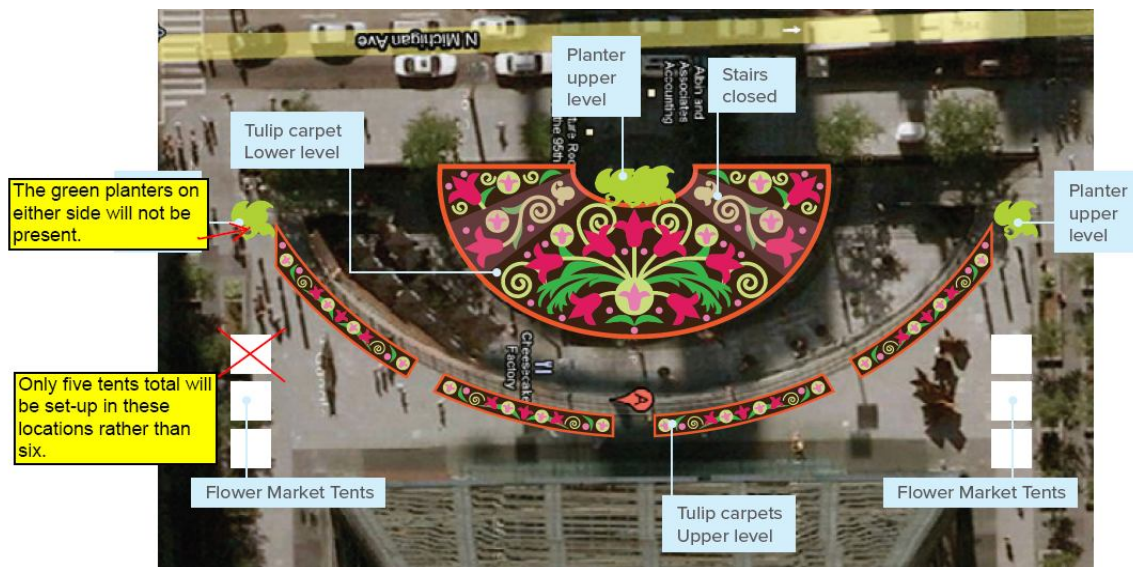
Learn the latest from Chicago's skies by becoming a fan of John Hancock Observatory on Facebook at www.facebook.com/HancockObservatory and following its updates on Twitter, @[aThousandFeetUp](https://twitter.com/aThousandFeetUp).

About John Hancock Center

Since its completion in 1970, John Hancock Center stands as the pre-eminent address for local, national and international business. With its significant architecture and solid steel foundation, John Hancock Center's iconic presence in Chicago's skyline serves to amplify the profiles of the diverse and important businesses within its fold. Its stunning black exterior is matched in class by its state-of-the-art office space, advanced technologies and first-rate security that exceed the demands of the 21st century. John Hancock Center and Observatory are owned and operated by affiliates of Golub & Company. More information can be found at www.golubandcompany.com.

About the Greater North Michigan Avenue Association

The Greater North Michigan Avenue Association is a private, non-profit membership organization with a mission of preserving, promoting, and enhancing one of Chicago's most unique neighborhoods. Its 700 members include real estate, retail shops, hotels, entertainment and cultural venues, and institutional and residential properties. Visit www.themagnificentmile.com for more information.



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