

The Trillist Companies, Inc.  
One Midtown Plaza, Suite 750  
1360 Peachtree Street NE  
Atlanta, GA 30309  
[www.trillist.com](http://www.trillist.com)

PR CONTACT FOR TRILLIST:  
Rubenstein Public Relations  
Contact: Mitchell Breindel  
212-843-8490; [mbreindel@rubensteinpr.com](mailto:mbreindel@rubensteinpr.com)

---

FOR IMMEDIATE RELEASE

## **TRILLIST ANNOUNCES COMMENCEMENT OF ABOVE GROUND CONSTRUCTION ON YOO ON THE PARK IN ATLANTA**

### **25-Story Luxury Residential Property Rises Adjacent to Piedmont Park**

Atlanta, GA – August 10, 2015 – [The Trillist Companies, Inc.](http://www.trillist.com), a leading developer of the most innovative residential and mixed-use properties in the United States, today announced the commencement of above ground construction on YOO on the Park, which will be a 25-story luxury residential property located directly adjacent to Piedmont Park, strategically located in the heart of Midtown Atlanta. The announcement was made by Scott L. Leventhal, President and Chief Executive Officer of the Trillist Companies, Inc.

The highly anticipated residential development, located at 207 13<sup>th</sup> Street NE, will consist of a total of 245 studio, one- and two-bedroom luxury apartments, as well as approximately 1,070 square feet of ground-floor retail space.

“YOO on the Park will be one of the most significant residential properties in the region, featuring the world-class design and amenities found in international cities such as New York or Miami while offering residents the best that Atlanta has to offer,” said Leventhal. The flagship residential building is a design collaboration of [YOO Design Studio](#) and the Corcoran Ota Group. “The premier location adjacent to Piedmont Park and the continuing strong economic climate in Atlanta will ensure that YOO on the Park will be a destination for residents throughout the region,” added Leventhal.

YOO on the Park is the first in a platform of branded luxury residential rental buildings to be developed by The Trillist Companies, Inc. in a strategic partnership with London-based YOO Studio.

“There is significant momentum in midtown Atlanta driven by the technology sector,” said Leventhal. “There is the planned expansion of Technology Square, Georgia Tech’s 1.4 million square foot technology center, which will bring an estimated \$300 to \$400 million of tech

incubator development to the area, and the relocation of NCR Corporation to midtown Atlanta bringing 3,600 jobs, creating one of the nation's premier high-tech business neighborhoods. Atlanta is home to a number of Fortune 500 companies including Coca-Cola, UPS, and Home Depot, and with Google expanding its nearby 500,000 square foot data center by an additional 200,000 square feet, we anticipate continuing increased demand for quality housing for the discerning consumer as the employment base grows.”

YOO on the Park will commence leasing when the property tops out in spring 2016, with occupancy expected for late summer 2016.

The property is ideally located in the center of the arts and cultural district of Atlanta which includes the Woodruff Arts Center and High Museum of Art, the proposed new home of the Atlanta Symphony. The property is also one block from Midtown Mile, an approximately one mile stretch of Peachtree Street with over 1 million square feet built and to-be-built retail space, envisioned to be comparable to Chicago’s Magnificent Mile. Directly adjacent to the property is Piedmont Park, Atlanta’s version of New York City’s Central Park, offering 189 acres of recreational green space.

YOO on the Park will feature state-of-the-art amenities such as a resort-style pool, Italian cabinetry, contemporary stainless steel appliances, fully equipped 24-hour fitness center, outdoor exercise terrace, resident concierge, smart-home technologies, and more.

Midtown Atlanta includes upscale neighborhoods such as Ansley Park and extends south to the nationally renowned, 400-plus acre Georgia Institute of Technology, home to over 20,000 undergraduate students, and consistently ranked among the top 10 public universities in the nation.

The property is conveniently located near I-85/I-75, and within four blocks of the Arts Center MARTA rapid rail station, offering easy access to the Hartsfield-Jackson International Airport to the south, and Buckhead and North Atlanta to the north.

To be added to YOO on the Park's VIP registration list for residency, please visit [www.wheredoyolive.com](http://www.wheredoyolive.com).

###

**About TRILLIST:** TRILLIST<sup>SM</sup> was formed for the purposes of developing the most innovative and sought after residential and mixed-use properties in the United States. Combining over fifty years of proven experience in commercial real estate development, construction management, and strategic investment, TRILLIST continues to bring forth signature, design-driven properties. With a reputation for developing globally significant architecture, TRILLIST practices *The Art of Development*<sup>SM</sup> and *The Art of Living*<sup>SM</sup> in every aspect of business.

TRILLIST focuses on investing in upscale condominium and luxury rental properties in areas of high population growth and professional migration. In addition to YOO on the Park, TRILLIST is currently developing YOO at Metropica, a 263-unit, 28-story high-rise residential condominium building within the [Metropica](#) master-planned community in South Florida, together with several other YOO branded and designed projects throughout the Southeastern United States. Additionally, the portfolio of TRILLIST's principals boasts an impressive array of successful award-winning residential projects in the United States and South America, including Atlanta's Aqua, Mezzo and Tenside; YOO Nordelta in Argentina and YOO Punta del Este, Uruguay.