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**INTRODUCING THE NEW GATEWAY – SAN FRANCISCO’S SUNNIEST
RESIDENCE, WHERE HERITAGE AND HIP COLLIDE**

*Fusing a Historic Location with a Timeless Re-Design,
The Gateway Introduces Urban Living in a Contemporary Conversation Piece*

*New Signage and Website Rolls-Out in November; Battery Street Plaza and Lobby
Interior Re-Designs Unveil in November*

(San Francisco – September 2008) Historic roots. Timeless Design. New name. Introducing the city’s most exciting residential conversation piece—The Gateway: a classic face in contemporary urban living. Conceived in the 1960’s as the residential component of the Embarcadero Redevelopment Plan (which includes the Embarcadero Center and One Maritime Plaza) and designed to embody the modern ideal of city living, Golden Gateway Center breaks new ground again in 2008. Beginning immediately with a new name, The Gateway, and culminating in a crisp new look (all four lobbies and the Battery Street Plaza will be completely renewed by November 2008), this celebrated residence re-establishes itself as a contemporary landmark in one of the city’s sunniest, most sought-after locations.

Since its original unveiling, the Gateway has epitomized the essence of modern living. “When the Golden Gateway was first introduced, it was immediately hailed as a landmark in mid-Century urban design, affording residents ample space, sunny micro-climate, magnificent views and access to all the living essentials,” says Director of Marketing and Public Relations Tina DiRienzo. “As we now look to re-assert the property’s timeless elegance, it’s important for us to find top-end designers who can infuse exciting new elements into this historic design success. By engaging the services of two prominent design firms, Marta Fry Landscape Associates for our exterior hardscapes and Orlando Diaz-Azcuy Design Associates for interior design of the lobbies, we have designers who are widely noted for doing just that.”

The exquisitely re-designed lobbies offer a timeless take on modern elegance. Greg Stewart, Project Interior Designer with Orlando Diaz-Azcuy Design Associates explains: “We utilized colors and materials sympathetic to the original, forward-thinking vision of the property to create a high-classic modern look: Barcelona seating by Knoll, Spun floorlamps by Flos, and works on paper by Ellsworth Kelly, Richard Serra, and other

modern masters, complemented by white marble columns and dark walnut wall paneling.”

Similarly, MFLA, Marta Fry Landscape Associates seeks to expose classic modern elements in the Gateway’s exterior. “Beginning with the Battery Street Plaza, our goal is to reveal the excellent bones of this midcentury-designed property,” explains Marta Fry. “For the Battery Street Plaza, we’ve retained the mature bosques of London Plane trees and rich underpaving of textured basalt cobble and redesigned the plaza paving using a subtle palette of gray modular concrete paving with black limestone “stiching” or inlay, and linear in-grade LED lighting strips, reinforcing directionality and entry to the 550 Battery Street lobby.”

The Gateway’s history extends beyond the building’s midcentury roots. Located on the site of the city’s original waterfront – haunt to the gold-seekers, sailors and businessmen that built the city – and later home to the city’s bountiful produce market, the Gateway stands upon land that has historically been at the center of it all.

Today, surrounded by the Financial District, the Jackson Square Historical District and such San Francisco treasures as the Piers and the Ferry Building on the Embarcadero (labeled by *Bon Appetit* as the “nexus of all things delicious”), the Gateway remains at the center of it all. Being located mere steps from the culinary, cultural and recreational pulse of the city has earned The Gateway the highest “walkability” score in the nation from the website *Walkscore.com*. And for the times that a mere walk won’t do, residents will find the full complement of the Bay Area’s celebrated public transit system just outside the front door—BART, Muni Metro, Ferry services, Streetcars and even the historic Cable Cars.

The Gateway also includes the Sydney G. Walton Square, an alpine meadow-inspired park owned and maintained by the property but open to the general public. Originally designed by landscape architect Peter Walker, the two-acre park features renowned sculptures by Benny Bufano, Francois Stahly, Claire Falkenstein, Jim Dine and more.

Today more than ever before, The Gateway boasts the highest standard of city living: high design appeal, all the essential amenities, idyllic park setting, and an enviable central location that allows easy access to the best the city has to offer.

The new Gateway signage and website launches on November 2008 at www.thegateway.com. The Battery Street Plaza and lobby re-designs will be completed November 2008. For leasing information, contact the leasing office at 415-434-5700 or email leasing@thegateway.com.

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