

PRESS RELEASE

U.S.'s Property & Portfolio Research, Inc. Allies with UK's Property Market Analysis to Provide a Global Independent Real Estate Research Network

Property Market Analysis (PMA), the leading independent real estate research firm in the United Kingdom, and Property & Portfolio Research, Inc. (PPR), the leading independent real estate investment research firm in the U.S. and Canada, are pleased to announce that they have formed a global research alliance.

Regarding the alliance, PPR Founder and CEO Susan Hudson-Wilson said, "We are very pleased to be able to jet-pack our clients' access to the leading research on global real estate markets. The independence of the two firms is a critical strength of the PMA/PPR alliance." PMA Senior Partners Richard Barras and Carol Wright said, "We have been expanding PMA's services into Europe over the last 18 months, building up a network of consultants covering the different countries. Our strategic alliance with PPR is a further major step toward building a global research capability for our clients."

The Service

Beginning immediately, the investor clients of each firm will be able to access the research and advisory services of the other firm. The alliance allows each firm to continue to maintain its independence and expert status in its own markets while PMA expands into Europe and PPR into Asia.

The services now available deliver forecasts and strategic analysis by city and property type. While PMA and PPR will expand service coverage in the next twelve months, their current global reach already makes urban-level analysis available for over 300 locations across the continents.

In an increasingly global market, the new alliance offers an effective route to objective analysis and vital market intelligence.

The Two Firms

Both organizations offer many years of experience in providing high quality, objective advice to the world's leading financial institutions and property companies, and the new alliance will enable them to meet clients' requirements in markets across North America, Europe, and Asia.

For more information, please contact:

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