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Media Contact:

Hope Wheeler

P: 202-302-2906

E: hope@collins-company.com

Somera Road Inc. Hires Local Groups to Reposition PPL Plaza

New York, NY, JUNE, 2, 2019 – [Somera Road, Inc.](#), a New York-based commercial real estate firm, announces today it has hired [Altitude Marketing](#), a Lehigh Valley-based marketing and communications agency to lead the rebranding efforts at PPL Plaza. Somera Road recently acquired PPL Plaza and plans to reposition the asset in an effort to appeal to a more millennial, urban workforce. They have hired a local team from global real estate services firm, [JLL](#), to lead the leasing efforts.

“We are embarking on an exciting, full-scale transformation for this building and it is critical to our strategy that we partner with experts who have local insight and expertise from a rebranding and marketing standpoint,” remarked Ian Ross, Managing Principal, Somera Road. “With investments all over the United States, Somera Road is always seeking out local partners to advise on a deeper level. We’re confident that our partners in Allentown will offer invaluable support as we reenergize PPL Plaza.”

Somera Road announced their purchase of PPL Plaza at the end of April 2019, an iconic, Class A office building situated in the center of downtown Allentown. The building boasts a grand plaza courtyard which will be renovated and activated with community events.

Somera Road continues to remain focused on investing in U.S. secondary markets, honing in on opportunistic real estate investment opportunities throughout the U.S. and the strategic use of capital to provide improvements and enhancements that appeal to the creative, millennial, urban office space user.

For more information about Somera Road, visit www.someraroadinc.com.

About Somera Road, Inc.

Somera Road, Inc. is a New York-based commercial real estate investment firm focused on value-add and opportunistic transactions across all asset classes and geographies. Somera targets off-market acquisitions previously impaired by some form of distress, such as loan defaults, partnership disputes and bankruptcy, that are often overlooked by larger institutional investors. Somera takes an entrepreneurial and methodical approach to identifying off-market real estate opportunities and generating above-market returns for its investors. With a disciplined and aggressive approach Somera drives value through strategic asset re-positionings, targeted capital improvement plans, and best-in-class, hands-on asset management. Since its inception, Somera has acquired over \$875 million in real estate and currently manages a portfolio of approximately 11.0 million square feet, spread across 22 markets.

For more information about Somera Road, Inc., visit www.someraroadinc.com.

About JLL

JLL (NYSE: JLL) is a leading professional services firm that specializes in real estate and investment management. Our vision is to reimagine the world of real estate, creating rewarding opportunities and amazing spaces where people can achieve their ambitions. In doing so, we will build a better tomorrow for our clients, our people and our communities. JLL is a Fortune 500 company with annual revenue of \$16.3 billion, operations in over 80 countries and a global workforce of over 91,000 as of March 31, 2019. JLL is the brand name, and a registered trademark, of Jones Lang LaSalle Incorporated. For further information, visit jll.com

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