

**FOR FURTHER INFORMATION:**

Rick Matthews  
212.843.8284  
rmatthews@rubenstein.com

## **PERSEUS REALTY CAPITAL EXPANDS FUNDRAISING ARM**

**WASHINGTON, DC** – September 18, 2008 – Perseus Realty Capital, LLC (“PRC”), a boutique investment bank, has formed PRC Securities (member FINRA/SIPC), which will operate as a subsidiary of PRC and will formalize its fundraising capabilities.

Jay Jarrett, Managing Director, said PRC Securities will raise joint venture equity for project-level and programmatic investments as well as commingled discretionary funds for public and private real estate investment companies globally. The formation of PRC Securities was part of Perseus Realty Capital’s business plan at its inception three years ago.

“We have been focused on providing creative solutions to real estate owners and operators to structure, capitalize and recapitalize assets, including the placement of all forms of debt and equity,” Jarrett said. “The formation of this entity within Perseus Realty Capital will enable us to provide both first time and established sponsors -- as well as our affiliate, Perseus Realty Partners -- with an effective fund formation process to raise institutional capital.”

The firm will selectively target fund raises of \$350 million to \$500 million, which is a growing and underserved area of the market.

As part of the effort, the firm hired Julie Rost from Eastdil Secured, to head up West Coast relationships. Perseus Realty Capital will continue to build out its team in the U.S.

“This is an incredible investment environment for disciplined, patient and smart investors with an investment niche that flies below the radar of the larger institutional community,” Jarret continued. “We are creating a platform that will provide debt and equity capital to both first time and established real estate owners and operators throughout the lifecycle of their companies.”

# PRESS RELEASE

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Perseus Realty Capital believes that there are a number of attractive investment opportunities both in the U.S. and internationally that institutional investors will be attracted to. Institutional investors have been steadily increasing their allocations internationally over the past two years, primarily driven in their search for alpha with a specific focus on emerging economies presenting compelling demographic and economic fundamentals. The firm expects to see certain sectors overweight in capital temporarily, but the breadth of investment opportunities in these countries will continue to be astounding over the next ten years

## **About PRC**

PRC, founded in 2005, is a private boutique investment bank headquartered in Washington, DC focused on providing creative solutions for clients seeking to structure, capitalize or recapitalize real estate assets, including the placement of all forms of debt and equity capital. Principals of the firm have completed hundreds of transactions totaling more than \$20 billion in value, and represent many of the country's most innovative real estate developers, investors and owners. For more information, please visit [www.perseusrealtycapital.com](http://www.perseusrealtycapital.com).

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