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## news release

for immediate release

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### **Grubb & Ellis Company Unveils New Brand Identity**

*Grubb & Ellis|WestMar logo changes to reflect Grubb & Ellis' new identity*

Temecula, Calif. (May 29, 2009) – Grubb & Ellis Company (NYSE: GBE), a leading real estate services and investment firm, unveiled a new brand identity that represents the company's stronger, more diversified platform of real estate services and investment programs.

“Grubb & Ellis has undergone tremendous change over the past year, as we've integrated and enhanced our service offerings, while continuing to expand our investment programs,” said Jack Van Berkel, chief operating officer of Grubb & Ellis Company. “Our clients and prospective clients are looking at us differently for a reason, and we believe our new brand signifies that we are in fact a new company.”

As Grubb & Ellis' Temecula affiliate, Grubb & Ellis|WestMar's logo has been changed to reflect the company's new brand identity.

The new logo relies on the traditional Grubb & Ellis color palette of yellow, black and white, but replaces the circle, which has been the visual representation of the firm for decades, with an arching white bridge on a yellow background. The new tagline that accompanies the logo is “From Insight to Results.”

The bridge symbolizes how Grubb & Ellis connects the needs of clients with the various real estate services and investment programs the firm provides. The tagline emphasizes the depth and breadth of the company's market knowledge and how it translates those insights into distinct strategies for each client.

“A bridge is known as a structure that provides passage to reach one's destination,” said Ryan Rauch, director of marketing. Similarly, “Grubb & Ellis' new logo represents our shared passion for providing tailored solutions that help our clients reach their unique real estate and investment goals.”

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To reinforce the new brand, the company has also revamped its Web site, [www.grubb-ellis.com](http://www.grubb-ellis.com), making it easy for a client to find information on the investment programs and real estate services applicable to them, whether they are an individual investor, institutional investor, or a tenant or owner-occupier of real estate.

### **Grubb & Ellis|WestMar**

Grubb & Ellis|WestMar is the leading commercial real estate brokerage firm in the Inland Empire region of California. Based in Temecula and a leader in market coverage, Grubb & Ellis|WestMar represents industrial, office and retail properties throughout South Riverside County. The office is located in Temecula and the team consists of 12 commercial real estate professionals. The company maintains extensive expertise in all phases of commercial real estate transactions including leasing, investment sales, property management, market research analysis and financial analysis. For more information about Grubb & Ellis|WestMar, please visit [www.westmarbre.com](http://www.westmarbre.com).

### **About Grubb & Ellis**

Named to *The Global Outsourcing 100*<sup>TM</sup> in 2009 by the International Association of Outsourcing Professionals<sup>TM</sup>, Grubb & Ellis Company (NYSE: GBE) is one of the largest and most respected commercial real estate services and investment companies in the world. Our 6,000 professionals in more than 130 company-owned and affiliate offices draw from a unique platform of real estate services, practice groups and investment products to deliver comprehensive, integrated solutions to real estate owners, tenants and investors. The firm's transaction, management, consulting and investment services are supported by highly regarded proprietary market research and extensive local expertise. Through Grubb & Ellis Realty Investors, the company is a leading sponsor of real estate investment programs that provide individuals and institutions the opportunity to invest in a broad range of real estate investment vehicles, including public non-traded real estate investment trusts (REITs), tenant-in-common (TIC) investments suitable for tax-deferred 1031 exchanges and other real estate investment funds. For more information, visit [www.grubb-ellis.com](http://www.grubb-ellis.com).

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