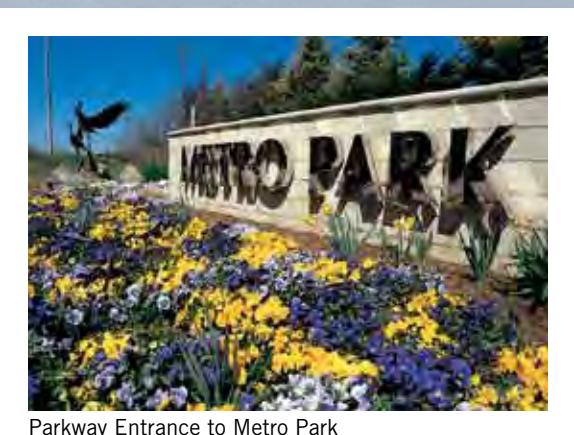
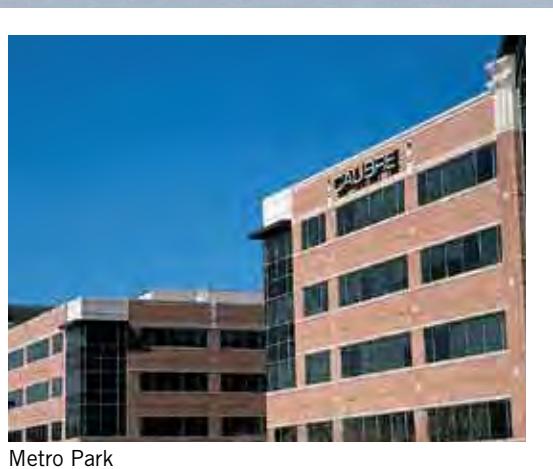


Fried Companies, Inc.



# Development is Complex. Our Approach is Simple.

Fried Companies, Inc. (FCI) is a real estate development and property management firm led by Mark and Barbara Fried. For 40 years, FCI has developed innovative, high-quality residential communities, office complexes, shopping centers, and hotels in Virginia. At FCI, we recognize that development can be a complicated process, but our approach is simple. We begin each project with an innovative vision, work closely with local citizens, back the undertaking with solid finances and outstanding management, and stay involved for the long run. FCI has established a long record of enriching communities in Virginia—and we continue that work today.





Mark Fried wanted to bring his dogs to work, so he decided to start his own company. They continue to accompany him.

“During my 25 years as a supervisor in Fairfax County, I have known Mark and Barbara Fried as people who do what they say they are going to do. They are quality developers with integrity. They have been deeply involved with our community and understand that developers must share the costs as well as the benefits of growth.”

*—Joseph Alexander, Former Supervisor, Fairfax County*

“In my experience of working with a number of outstanding developers, Mark and Barbara Fried stand head and shoulders above the rest, due to their phenomenal integrity and sense of community. They repeatedly go the ‘extra mile’ to ensure their projects belong to the community. First-rate development from first-rate people—that’s how I describe them.”

*—Steve Stockman, Former Supervisor, Loudon County*

## A Family Company

Mark and Barbara Fried fell in love with Virginia at first sight. They have lived here for almost 50 years, raising three children and building their business. But the Frieds are not typical developers. Visit their office, on a small farm near Crozet, Virginia, and you will be greeted by a rambunctious crew of six friendly dogs—some of them adopted by Mark during his travels throughout the state. FCI is a family operation. And their approach to development reflects Mark and Barbara Fried's values—honesty, integrity, respect for individuals and respect for the communities that they love. Joined at FCI by their daughter Leah and their nephew David Lesser, the Frieds lead an outstanding team of professionals in real estate, finance, government and community relations, planning and design, property management, leasing, and construction. The team works out of offices in Springfield and Crozet.



Barbara and Mark Fried



Phyllis Walker Ford in the schoolhouse established by her ancestors

"When I first sold a tract of land to the Frieds, I could never have imagined the relationship that developed. They learned about a one-room schoolhouse on the property that was built in the 1880s by a community of freed slaves. My great-grandparents were members of that community. Most developers would have torn the school down, but the Frieds insisted on restoring it. It's now a museum, where local fourth graders come to learn about Virginia history. What they did was wonderful."

—Phyllis Walker Ford

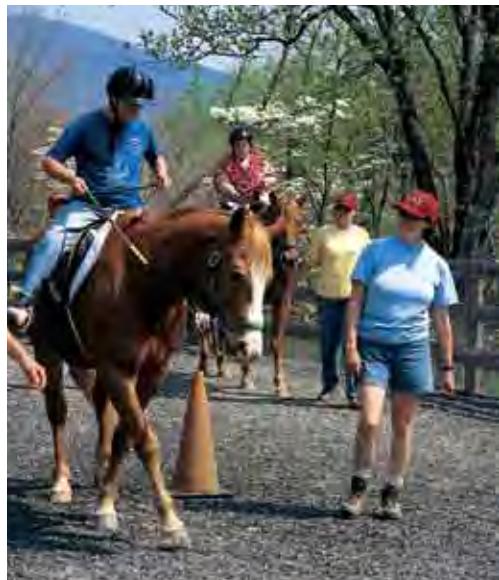


Laurel Grove School, founded in 1884 and restored by the Frieds in 2001

## Community Commitment

For Mark and

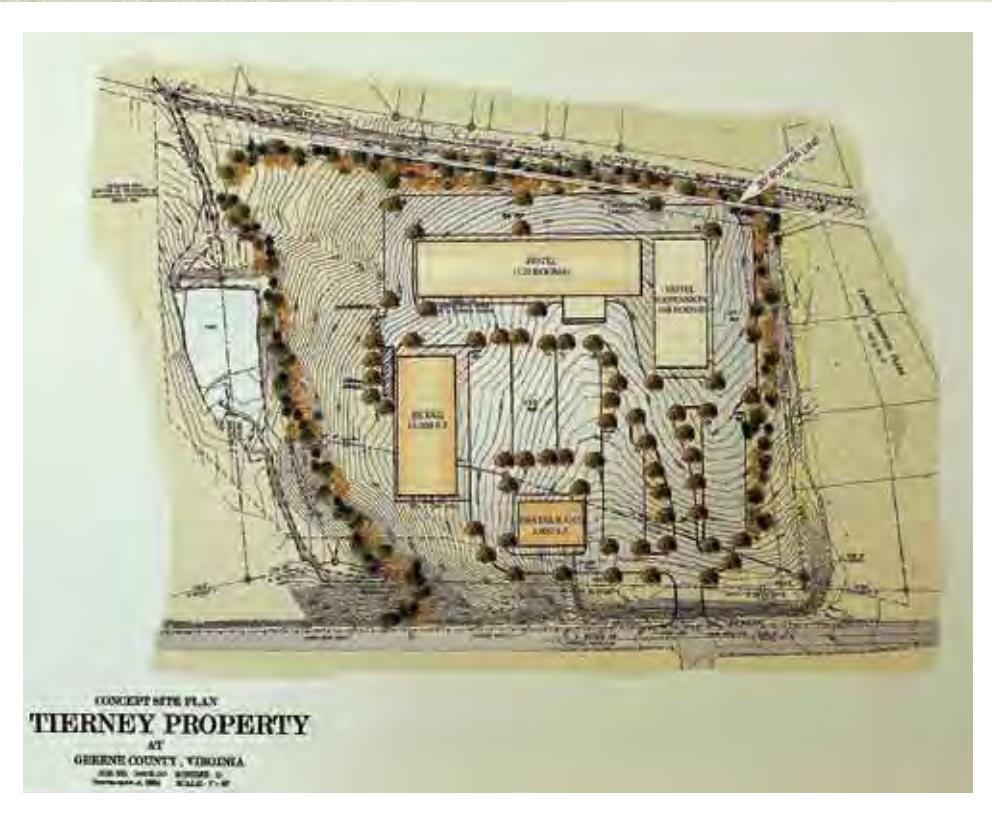
Barbara Fried, community commitment extends far beyond business. Both were the first in their families to graduate from college, and over the years, they have devoted significant time and resources to Virginia's community and state college systems, helping to make education more accessible. They have served under both Democrat and Republican governors to make housing more affordable for all Virginians. The Frieds have served and continue to serve as leaders for dozens of local charitable organizations throughout the state. Among their many personal projects, the Frieds co-founded Innisfree in Albemarle County, a pioneering model where adults with mental disabilities live and work in a village community. Mark and Barbara also established Charlottesville-Albemarle Riding Therapy (CART), a therapeutic horseback riding program for disabled adults and children. In their professional and personal activities, wherever they have lived and worked, the Frieds have strived to make their community a better place to live.



CART riders at the Fried Family farm gain confidence and happiness with the help of specially trained horses and volunteers.



Innisfree Village, Albemarle County, co-founded by Mark and Barbara Fried in 1971.



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“While developers come and go, community investors like the Frieds make long-term commitments. Over the two decades I have worked with them to make positive change happen, they have consistently and reliably responded to community needs, not just with dollars, but with major investments of their personal time and energy. As a local political leader, this, to me, is the truest measure of long-term community devotion. You simply can't ask for more.”

—*T. Dana Kauffman, Supervisor, Fairfax County*

## Integrity

At FCI, we are proud of our reputation for integrity.

It is built on two values that we consider essential for successful partnerships: the willingness to listen and a solid commitment to follow-through. We work in alliance with citizens and government to bring communities what they need, whether it is transportation infrastructure, fire equipment, or funding for libraries, animal shelters, schools, or arts organizations. Unlike many developers, we stay involved with communities for years, actively managing many of our properties.

"When Mark and Barbara made their first appearance in Greene County, none of us had ever heard of Fried Companies. Since then, they have received approval for projects that will likely form the basis for a long-range strategic development plan for the county overall. Their professionalism, coupled with their sensitivity to the needs of our citizens, has made them a pleasure to work with, and the result of their efforts here will ultimately benefit everyone."

—Jeri Allen, *Greene County Board of Supervisors*



Concept plan for Rapidan Retail Center and Preddy Gables, Greene County



6359 Walker Lane lobby with sculpture by Walter Matia



6350 and 6354 Walker Lane at Metro Park, part of a 1.3 million square-foot office project in Fairfax County

## Financial Strength

Working with a developer

involves risk—for property owners, local governments, and citizens. That's why FCI brings substantial financial resources to the table. We are one of the major private development companies working in Virginia today, carrying out \$100 million in new construction projects each year. With 40 years' experience and a solid reputation, we have the financial strength to get the job done.

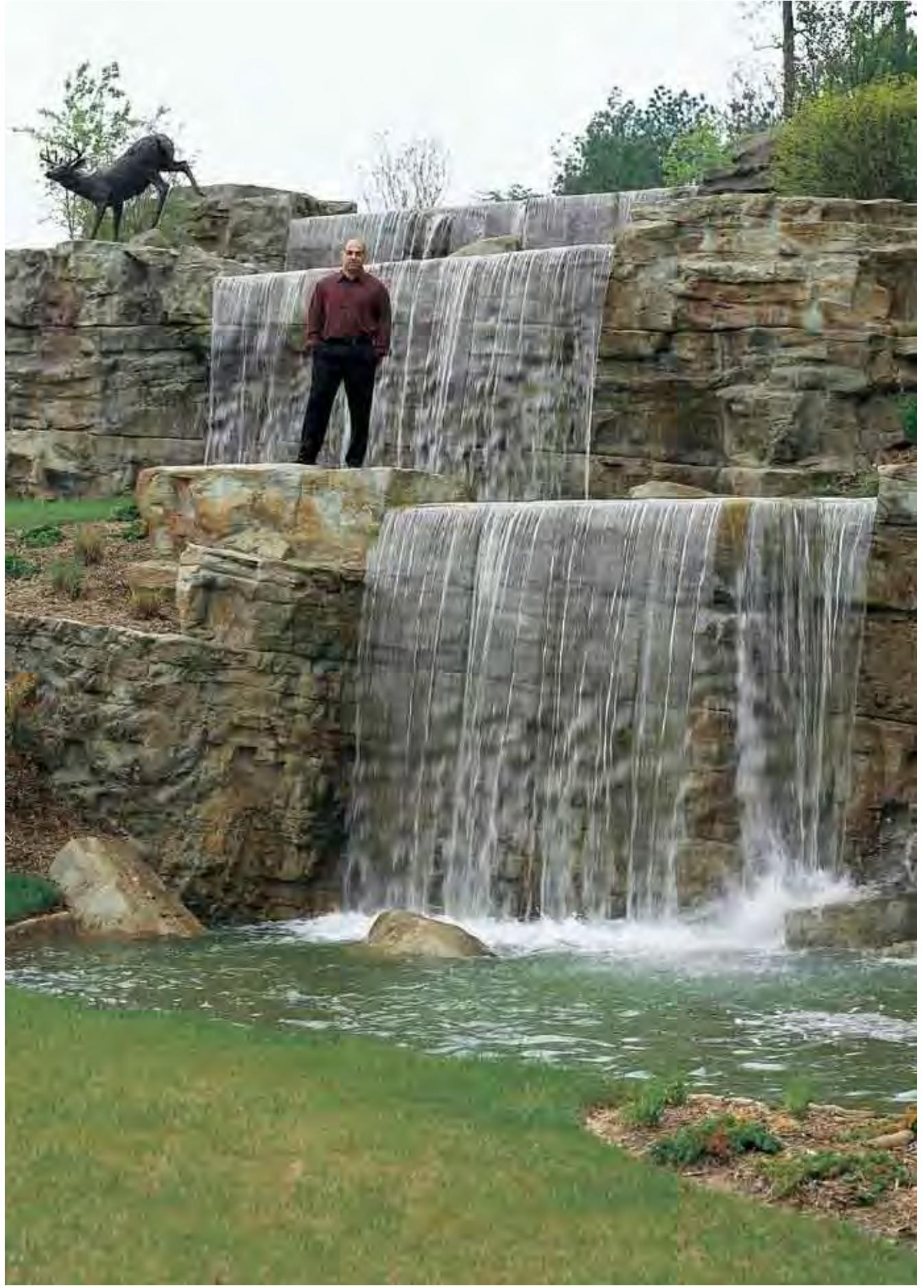


"We have financed several office and retail properties for the Frieds over the past three years, totaling over \$100 million. They have been great borrowers and real estate managers/operators. They understand their assets, their markets, and their tenants."

*—R.B. Diffenderffer, CW Capital*

"The Frieds have demonstrated financial strength and stability throughout our long-standing banking relationship, and have done so while conducting their business with the utmost of integrity and good character. There is no one in the industry that I respect more."

*—Joseph J. O'Brien, Jr., Executive Vice President, Mercantile Bank*



David Lesser stands atop the magnificent entrance to Lee's Parke, a thoughtfully planned, 1125-acre community providing housing for growing families and retirees in Spotsylvania County.

## Residential Communities

Having developed more

than 10,000 lots in handsome neighborhoods throughout northern and central Virginia, FCI brings experience and expertise to residential development. We work with the nation's leading homebuilders. And we infuse every project with art and quality, devoting significant resources to landscaping, infrastructure, and amenities. FCI residential developments enhance communities, bringing citizens and increased tax revenues to the cities and counties where they are located.



Responding to community transportation needs, David Lesser leads the Fried Companies' building of the first stage of the County's long-planned Spotsylvania Parkway.



"FCI works in cooperation with local governments and citizens to ensure that their developments improve, not detract, from the quality of life of the community. Just as important, the Frieds actively participate in the civic and charitable affairs at the local, state, and national levels. They understand that those localities that are going to thrive are those that promote the quality of life of their citizens. The Frieds are committed to turning a collection of homes into a community."

*—Sean Connaughton, Supervisor and Board Chair, Prince William County*



Gray Rock residents in Albemarle County enjoy one of the many amenities at our residential communities.



Construction continues at Metro Park, a complex of over 1 million square feet of class-A space.



Lobby of 6354 Walker Lane



6551 and 6553 Loisdale Court office buildings

## Office Complexes

Innovation is a hallmark of FCI's

office development. Skepticism greeted our plans to develop a first-rate office park in Springfield, away from the more urban office centers of Fairfax County. But we wanted to meet the needs of employees and create a place where people could live and work in the same community. So at Metro Park, we transformed an industrial district into a first-class office park with access to mass transit and emerging residential communities, providing thousands of employees with a wonderful place to work.



Bill DePuy in his CALIBRE Systems Headquarters at Metro Park

In 2001, we were actively searching for the right place to locate our new corporate headquarters. For many important reasons—access to public transportation, flexibility with our space design, convenience for our employees and customers—FCI's Metro Park development made great sense to us. From build-out to property management to community outreach, Mark and Barbara Fried have built a model partnership with us, and for that we are delighted and proud of our close association."

*—Bill DePuy, President & CEO, CALIBRE*



Award-winning Best Buy Center



Best Buy Center



Springfield Commons

## Shopping Centers

FCI has developed more than a dozen successful retail centers. These include community centers, with neighborhood-based tenants, as well as “power centers,” anchored by major national retailers. Our goal is always to bring localities the kinds of shopping centers they want. When a moderate-income area in Northern Virginia needed more retail services, we developed a first-rate shopping center, built in a public-private partnership. In response to community demand elsewhere, we brought Virginia its first Target and Best Buy stores. And as property managers, we work diligently to ensure the success and satisfaction of our tenants and the communities they serve.



Springfield Commons



Parkway Crossing

## Hotels—for People & Pets

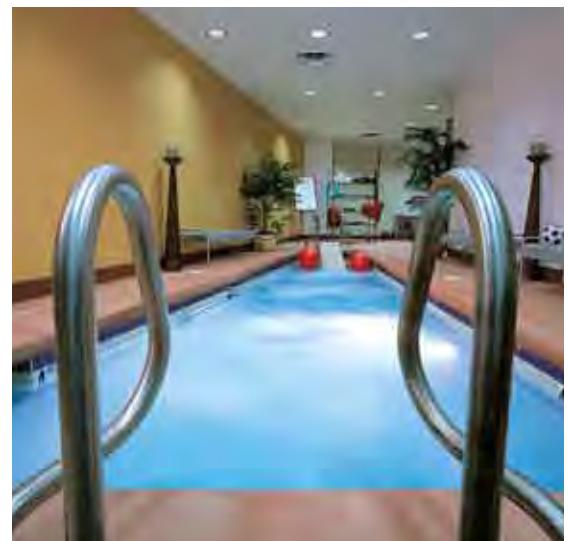
Innovation and

commitment are FCI hallmarks. These values begin with Mark and Barbara Fried and extend to every area of their business. It is not surprising that a family that loves dogs has opened one of the most innovative pet businesses in the nation—the Olde Towne Pet Resort. The pet resort offers state-of-the-art pet care with system designs based on years of research. The resort has been featured in *Newsweek*, *Washington Post* and on *National Geographic Explorer*, *Home and Garden TV* and local TV affiliates of ABC, CBS, FOX, and NBC. Of course, we continue to develop hotels for people, too.

The team at Fried Companies knows that development is a complex process. But our approach is simple. We partner with communities to make the places where they live and work better.



Leah Fried Sedwick with Marcus in the luxury suite floor of Olde Towne Pet Resort



Swimming for the Dogs!



Best Western-Springfield Inn



Olde Towne Pet Resort, Springfield

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