



KING 5 Television
A Gannett Company
333 Dexter Ave N
Seattle, WA 98109

FOR IMMEDIATE RELEASE

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Heading for Home Plate

KING, KONG & NWCN will relocate in Seattle's SoDo neighborhood



Seattle, Washington, March 4, 2015: The next chapter of KING 5's legacy in Western Washington begins today. After more than 63 years at 333 Dexter Ave N., the region's first television station will begin building its future home.

A long-term lease between KING 5 and a partnership managed by American Life Inc., makes way for The Home Team to move its operations to the development at Home Plate Center. Once the build-out is complete, KING, KONG and NWCN will occupy the first three floors of the North Building there, directly across the street from Safeco Field.

The move represents more than a new home for KING, but a move into the future of local media. The facility will be modern in look and function. Designed by HLW Architects out of New York City, our changing media landscape was given great consideration; staff across platforms (television, cable, digital) will enjoy the benefit of new work flows and inspiring new views of the city and Puget Sound. And audiences will be able to see the difference with their own eyes, through the windows of the only street-level curbside studio in the market.

The location is ideal in many ways. As a new hub of entertainment, technology and growth in the city of Seattle, the home of our region's major professional sports teams, and the future site of a new arena. It also offers outstanding access to public transportation. A key consideration as KING 5, the city and the region continue to surge into the future.

The process has been long and thoughtful and we look forward to sharing details with our community. As we move into this next chapter, we will continue to honor our past and the people who got us here. KING Broadcasting was founded by the innovator of her time, Dorothy Bullitt, a legacy that inspires our work today.

ABOUT KING 5

KING 5, The Home Team is a multi-platform media company and NBC affiliate based in Seattle, WA. KING was the first television station in the Pacific Northwest, founded in 1948 by Dorothy Bullitt, now owned by Gannett Co., Inc. Today KING 5 is the dominant media company in the region, delivering the largest local news audience, the most local programming and a combined 30 million monthly page views of our digital platforms.

ABOUT AMERICAN LIFE Inc.

American Life, Inc., is a private real estate development and investment company established in 1996. As a large landowner in SODO the company typically finances real estate projects with 100% equity capital, without leveraging debt. The source of capital is generally from domestic investors as well as EB-5 immigrant investors. EB-5 visa investment allows a foreign national to obtain a U.S. green card after making the investment.

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