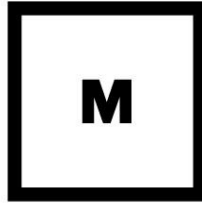


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MAKERS QUARTER™

HISTORIC SAN DIEGO LANDMARK BUILDING WILL BE REBORN AS PUNCH BOWL SOCIAL IN THE HEART OF DOWNTOWN'S MAKERS QUARTER NEIGHBORHOOD

Nationally Recognized "Eatertainment" Concept Will Reactivate The Former Coliseum Federal Athletic Club

San Diego, CA (August 1, 2016) — Downtown San Diego's East Village neighborhood continues to see tremendous growth with no project larger and more transformative than the **MAKERS QUARTER** development — a six city block work/live/play district anchored by some of East Village's most progressive artists and innovators. Under the direction of local developers, L2HP (Lankford & Associates, HP Investors, Hensel Phelps), Makers Quarter is developing, restoring and transforming the buildings on blocks between Broadway and G Street, as well as 14th and 17th Streets, into a dynamic urban sector with a character all its own.

At the heart of Makers Quarter sits the **Coliseum Federal Athletic Club**, home to San Diego's landmark 1920s boxing venue. The Coliseum will be brought back to life through the dedicated efforts of Makers Quarter and its newest anchor tenant, **Punch Bowl Social**. Based in Denver, Colorado, the award-winning hospitality group has garnered critical acclaim nationwide with venues in six locations including Portland, OR; Austin, TX and Detroit, MI with new locations opening in Brooklyn, NY and Sacramento, CA among others. The Coliseum offers Punch Bowl Social an ideal opportunity to revitalize one of San Diego's historically iconic gathering spaces and builds on the company's overarching commitment to sustainable development through adaptive reuse.

"When we opened our first Punch Bowl Social in Denver in a former brick warehouse, in a then-unpopular part of town, we realized what a positive impact we could have on the community around us and also in preserving and giving new life to the building itself," says Robert Thompson, founder and CEO of Punch Bowl Social. *"When we saw the Coliseum, we just knew that was the place. The opportunity to open a Punch Bowl Social within Makers Quarter in downtown San Diego, and especially in the historic Coliseum, couldn't be a more perfect fit for us."*

"Given the size and unique characteristics of the Coliseum, the Makers Quarter team had a number of high quality tenant options for the space," says Makers Quarter development partner, Sumeet Parekh. *"We ultimately selected Punch Bowl Social given their history of adaptive reuse, first class operations and community centric atmosphere. We believe Punch Bowl Social will be a great addition to Downtown San Diego and anchor to Makers Quarter."*

The Makers Quarter development team was represented in the lease transaction by Michael Burton with Cushman & Wakefield's Urban Strategies Group while Punch Bowl Social was represented by Dan Nesson of True North Real Estate Property Management.

QUICK FACTS:

- Address: 1485 E Street, San Diego, CA 92101
- Neighborhood: Makers Quarter in East Village
- Space: Approximately 20,000 square feet
- Lease signed: July 2016
- Estimated commencement of building improvements: September 2016
- Anticipated Punch Bowl Social opening: 3Q 2017

HISTORY THEN + NOW | COLISEUM FEDERAL ATHLETIC CLUB

Before the modern era of high-stakes boxing matches, the sport gained its following in regional fight clubs throughout the country. In its heyday, the Coliseum Federal Athletic Club was one of three major boxing marquee in Southern California.

The club opened in 1924 when California first legalized the professional sport, and it flourished in the 1920s and 1930s—hosting an illustrious list of boxing talent including Henry Armstrong, Archie Moore, Jimmy McLarnin, Ceferino Garcia, Tommy Loughran, and Jimmy Braddock, whose life story was portrayed in the popular 2005 film, “The Cinderella Man.”

The Coliseum withstood the Great Depression and even survived a fire in 1938, but under the weight of staggering debt, the club shut its doors on August 1, 1974. The property was eventually acquired by The Navarra Family, who used the building for their family-owned Jerome’s Furniture warehouse and other subsequent miscellaneous uses thereby helping to ensure the ultimate preservation of the building.

Though little remains of the original Coliseum, its rich history coupled with the building’s unique physical features, including its towering barreled wooden roof, will serve as an unparalleled backdrop to its new, reenergized life under Punch Bowl Social’s stewardship.

EAT + DRINK + SOCIAL | PUNCH BOWL SOCIAL

Punch Bowl Social is the leader in the national “eatertainment” industry. Based in Denver, Colorado, the restaurant group was founded by entrepreneur Robert Thompson in 2012 to bring classic games and entertainment (think pinball, skeeball, shuffleboard, vintage video games, ping pong, etc.), a southern-influenced scratch kitchen and superbly crafted beverages together under one roof, in an environment that is playful, unexpected and surprisingly intimate.

Punch Bowl Social’s attention to detail – and its promise of delivering a refined and fun experience – extends well beyond the menu and the games and is evident through the Victorian furnishings, Colorado mountain lodge warmth, industrial spaces, modern appointments and dozens of other eye-catching design elements.

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ABOUT MAKERS QUARTER: Makers Quarter is a neighborhood within downtown San Diego’s East Village distinguished by its creative ethos, local artists and makers. Home to the popular outdoor community venues, SILO and SMARTS Farm, and leaders of San Diego’s innovation economy, including FabLab San Diego, Urban Discovery Academy, and Fuse Integration. Makers Quarter offers a creative environment that inspires entrepreneurs to challenge convention and achieve new heights. www.makersquarter.com

ABOUT PUNCH BOWL SOCIAL: Punch Bowl Social brings classic entertainment and real culinary chops together under the same roof, in an environment that is playful, comfortable and surprisingly intimate. Punch Bowl Social's scratch kitchen serves upscale diner-inspired dishes while the bar focuses on delivering top-notch craft beverages. In addition to receiving dozens of awards since opening the first Punch Bowl Social in 2012, Punch Bowl Social was named one of [Nation’s Restaurant News’ “Top Ten Breakout Brands” in 2015](#). For more information, visit www.punchbowlsocial.com.