



CAMBRIDGE

Realty Capital Companies

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CAMBRIDGE STAFF FLYING HIGH ON NEW TWITTER SOCIAL NETWORK

In these tough times, not many businesses can gloat about 1,382 percent monthly growth rates. But that's the rate enjoyed by Twitter Inc., the social networking site that is ranked as the Internet's fastest growing website in the Member Communities category by the Neilsen.com blog.

"The site's growth and communications potential is so impressive that every member of the Cambridge Realty Capital Companies marketing staff has signed on with the service and is ready to tweet," Chairman Jeffrey A. Davis reports.

Mr. Davis points out that the Twitter service, created only three years ago in 2006, ranks today as one of the most popular sites on the World Wide Web, with 6 million unique monthly visitors and 55 million monthly visits. Those using the free social networking and micro-blogging service send and read messages known as "tweets".

Mr. Davis explained that tweets are text-based posts of up to 140 characters, displayed on the author's profile page and delivered to the author's subscribers, who are known as "followers". Senders can restrict delivery to those in their circle of friends or, by default, allow open access.

"As a matter of corporate policy, Cambridge is committed to accessibility. And we're willing to explore every option that has the potential to improve the way we communicate with our clients and corporate friends," he said.

To Tweet Davis go, to <http://twitter.com/jdaviscambridge>. Use the following addresses when tweeting other members of the Cambridge team:

Hymie Barber <http://twitter.com/catalystcambridge>

Brent Holman-Gomez: <http://twitter.com/bhcambridge>

Sampada D'silva <http://twitter.com/sdcambridge>

Katie Trice <http://twitter.com/ktricecambridge>.

Debbie Glienke <http://twitter.com/dgcambridge>

Evan Washington <http://twitter.com/ewcambridge>

Karlene Holleman <http://twitter.com/khcambridge>

Jessica Doogan <http://twitter.com/jessdcambridge>

Privately owned since its founding in 1983 as a real estate investment banker specializing in commercial real estate properties, Cambridge today has three distinctive business units: FHA-insured HUD loans, conventional financing, and investments and acquisitions. The company is one of the nation's leading senior housing and healthcare debt and equity capital providers, with more than 300 closed transactions totaling more than \$2.75 billion since the mid-1990s.

Cambridge has consistently ranked among the country's top FHA-insured HUD lenders and offers conventional lending options, including permanent construction and interim loans on either a floating or variable rate basis. The company's growing debt / equity financing strategy includes direct property acquisitions, joint ventures, distressed debt acquisitions and sale/leasebacks.

Cambridge is the creator of *The Signature Experience*[™], a four-step process designed to transform the traditional lender / borrower relationship and identify "ideal" capital solutions for worthy projects. The company also has created four separate processes for customer groups that are designed to build and enhance long-term relationship potential and speed the way loans are processed and closed. Programs include *The Key To Capital*[™] for senior housing owners, *The Navigator Experience*[™] for senior housing brokers and mortgage bankers, *The Principal Lender Network*[™] for lenders who refer loans to Cambridge, and *The Relationship Building Experience*[™] for various industry-related consultants, including lawyers and accountants.

The company has an affiliate office in Los Angeles, and correspondent relationships nationwide. The firm also has established key origination relationships and numerous Internet-based strategies.

Cambridge's award-winning Web site, www.cambridgecap.com, provides current updates for its debt and equity capital programs. The company also publishes the bi-monthly e-Pulse! ® electronic newsletter, which delivers company news and feature stories via e-mail to corporate friends and clients. For additional information, contact Cambridge at (312) 357-1601 or via e-mail to info@cambridgecap.com.

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