



CAMBRIDGE

Realty Capital Companies

125 SOUTH WACKER DRIVE | SUITE 1800 | CHICAGO, IL 60606 | M 312-357-1601 | F 312-357-1611
WWW.CAMBRIDGECAP.COM

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CAMBRIDGE ORIGINATION TEAM SET TO "TWEET" LIVE MESSAGES FROM THE NIC AND AHCA/NCAL CONVENTIONS IN CHICAGO. A FIRST TIME FOR LIVE TWITTER UPDATES CAMBRIDGE CEO BELIEVES.

One, Two, Tweet, Four...

With laptops in hand, Cambridge Realty Capital Company's deal origination team will be showing up in force at the 19th annual NIC Conference, scheduled Sept. 23 through 25 at the Sheraton Chicago Hotel & Towers in Chicago.

"The NIC conference is the industry's premier networking event. This year, we plan to flex our own new social networking skills by delivering live Twitter messages from the conference hotel to those unable to join us at the event," Cambridge Chairman Jeffery Davis announced.

The company is planning an encore when the American Health Care Association (AHCA) and the National Center for Assisted Living (NCAL) jointly host their 60th annual AHCA/NCAL Convention & Expo, October 4 through 7 at Chicago's McCormick Place, he noted.

Mr. Davis said every member of the deal origination team at Cambridge have accounts with Twitter Inc., one of the most popular and fastest growing social networking websites on the Worldwide Web. Mr. Davis believes this is the first time live updates via Twitter have been done from either conference.

A commitment to remain as visible and accessible as possible is behind the company's decision to open accounts with the social networking site. In addition to Chairman Davis (@jdaviscambridge), tweeting messages from the Chicago conferences (#NICcon) will be President of Catalyst Cambridge Healthcare Finance Hymie Barber (@catalystcambcap), Cambridge Senior Vice President Brent Holman-Gomez (@bhcambridge), Vice President Sampada D'silva (@sdcambridge), and Loan Manager Katie Trice (@ktricecambridge).

There's still time for those who will be attending the NIC and AHCA/NCAAL conferences to arrange a face-to-face meeting a company executive. Contact Communications Coordinator Karlene Holleman at 312-521-7606.

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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Contact:

Evan Washington

Phone: (312) 521-7603

Fax: (312) 357-1611

E-Mail: ew@cambridgecap.com

Twitter: <http://twitter.com/CambridgeCap>