

JOE E. GREENHAW, JR. JOINS COHEN FINANCIAL'S LOAN ADMINISTRATION PLATFORM AS EXECUTIVE VICE PRESIDENT

Industry Veteran Joins Loan Administration Leadership Team to Lead Expansion of Firm's Asset Management and Special Servicing

Chicago (October 18, 2010) – Cohen Financial, a national real estate capital services firm, announced the appointment of Joe E. Greenhaw, Jr. as Executive Vice President of the Loan Administration department. Along with Cohen Financial Partner and Executive Vice President, Tim Mazzetti, and Partner and Executive Vice President, Dean Wheeler, Mr. Greenhaw will lead the strategic expansion of the firm's asset management and special servicing business, joining Chris Cimino, Managing Director, who, earlier this year, took on a new strategic role for the group in Portfolio Management. Mr. Greenhaw brings more than 35 years of experience in commercial real estate asset management, loan servicing, real estate finance, development and construction, brokerage and property management. He is located in Cohen Financial's Dallas office.



Mr. Greenhaw joins Cohen Financial from Prudential Asset Resources where he has served four years as Vice President involved in the asset management of a \$66 billion servicing portfolio comprised of balance sheet, CMBS, Fannie Mae, FHA, Freddie Mac and third-party loans. During 2010, Mr. Greenhaw was focused on Prudential's interim, CDO and construction loan portfolios.

"We are thrilled to announce that Joe has joined Cohen Financial to help us achieve our strategic growth objective across the loan administration and special servicing platform," said Tim Mazzetti. "A number of our senior managers and I worked closely with Joe at Midland and have known him for many years. He is well known and respected in the CRE special servicing arena and is the perfect addition to our loan administration's senior management team. We all look forward to working with Joe again."

Prior to joining Prudential Asset Resources, Mr. Greenhaw joined Midland Loan Services in 1991, shortly after the company was founded, and held various management positions in the firm's Asset Management Group. During the last seven years of his tenure with Midland, Mr. Greenhaw was the Executive Vice President of Asset Management. In this position, he was responsible for performing loan asset management, special servicing, credit administration and real estate

advisory services. Prior to Midland, Mr. Greenhaw was involved in commercial real estate development, construction, brokerage and property management across all facets of the industry.

"Cohen Financial has done a terrific job of visualizing and positioning itself as a unique provider in the CRE loan administration space," said Mr. Greenhaw. "They have assembled exactly the right group of professionals to take the firm's loan administration platform to the next level, and I am excited about joining the leadership team. Cohen Financial tailors its services to meet the client's strategic needs and assembles the best team in partnership with each client. I believe the firm's vision and mission is clear and that we will continue to exceed clients' expectations as we grow the business around a client centric platform, one that shares common philosophies and goals."

Mr. Greenhaw holds a BA in Organizational Administration from Ottawa University and is a licensed real estate broker in Kansas and Missouri.

About Cohen Financial

Cohen Financial is a diversified, commercial real estate capital services firm offering debt and equity placement, investment brokerage, loan administration and advisory services. Marking 32 years of capital markets experience in 2010, the company is well recognized as one of the nation's leading, rated loan servicers and special servicers, as well as an originator of commercial and multifamily real estate financing. Cohen Financial serves clients throughout the U.S. from offices in 8 major markets.

For more information about Cohen Financial's loan administration and special services offerings, please contact Joe Greenhaw, Jr. at 913.732.5249 or jgreenhaw@cohenfinancial.com.

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