



NEWS & EVENTS

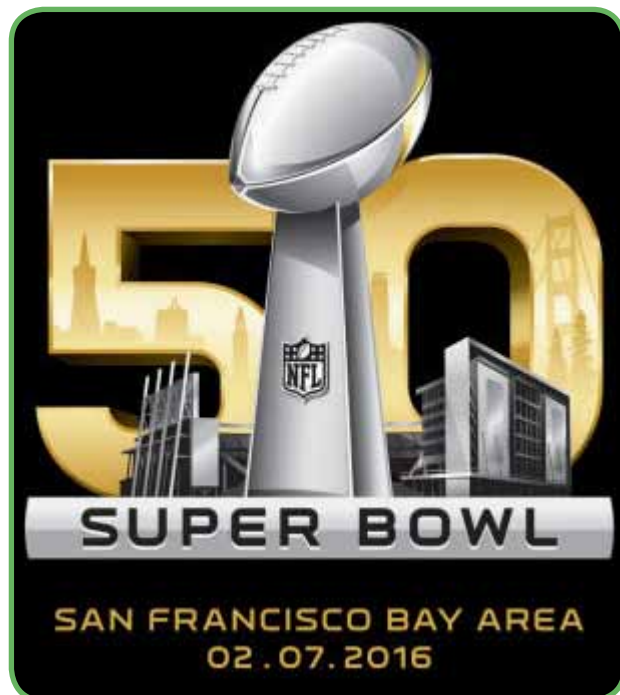
TRANSAMERICA PYRAMID CENTER
HIGHLIGHTS

SUPER BOWL 50 TO COME TO THE BAY AREA

2016 will mark the 50th Super Bowl, held here in the Bay Area at the new Levi's Stadium in Santa Clara. The festivities will heavily feature San Francisco and surrounding areas, with the Transamerica Pyramid right in the heart of the action.

The Pyramid has granted the NFL access to the 48th floor to shoot the marvelous views of the City. As well, the Pyramid will be featured in NFL advertisements and promotions, reinforcing the Pyramid as an architectural icon for the City of San Francisco.

The Transamerica Pyramid continues to be a signature identifier synonymous with the City with recent exposure including a Discovery Channel piece, and an upcoming Travel Channel segment set to air in early 2015. To see how your Pyramid continues to draw the fascination and awe of film makers, photographers, authors, media and the like, visit our new website at www.transamericapyramidcenter.com/tourism and click on Pyramid Culture.



Super Bowl 50 to be hosted in the Bay Area, February 2016.



49ers and fans enjoying their first season at Levi's Stadium.

WINTER
2014

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TRANSAMERICA PYRAMID CENTER NEW WEBSITE IS HERE!

The new website was unveiled this November, with a whole new look that reinforces the Transamerica brand, and offers intuitive use by tenants, the public, and those wanting to make this world class destination their headquarters.

What You'll Find That's New On The Website:

- New Look
- Easier Navigation
- Links to Important and updated information in the Tenant and Leasing Section
- Links to videos about the buildings and their accomplishments
- Updates on news and information you need to know
- Events, newsletters, and things to do/places to go around this great city

Log on to www.transamericapyramidcenter.com and see what's happening now!

BLUE ANGELS FLYING HIGH

We were all happy to see Fleet Week return to the Bay this October, with the stars of the show being the Blue Angels. Weather conditions inhibited some flights October 9, but the skies were clear for a spectacular weekend of flyovers, stunts, and the energy and sounds of our world-class fighter jets. Views from the Pyramid were unparalleled. If you missed it this year, be sure to make it a habit in the future! Fleet Week, coupled with the World Series for the Giants, made this October truly memorable!



Fleet Week in October featured the Blue Angels and Parade of US Navy Ships.

505 and 545 Sansome
Thurs, Dec 4th
3:30 - 5:30 PM
Winter Garden Lobby

600 Montgomery
Thurs, Dec 11th
3:30 - 5:30 PM
22nd Floor



Transamerica Pyramid Center
invites you to a

Winter Holiday Celebration

Enjoy delectable
holiday treats from Chef Ryan Scott
and featuring holiday music by
McClary Music.

For more information:
Louisa Juarez -Tang
ljuareztang@thepyramidcenter.com
415.829.5408

See you there!



HEALTH FAIR A BIG SUCCESS!!

The annual Health and Sustainability Fair this past October was a big success, with hundreds turning out for free massages, health screenings, and delicious food by Ryan Scott. Low cost flu shots and tips on "Going Green" were also available. A special thanks to everyone who participated!

POI FOR THE HOLIDAYS

Point of Interest, located off Clay Street in the Pyramid, provides unique gifts for colleagues, employees, friends and family members! Here for the holidays are fleeces, comfy sweatshirts, golf hats, office accessories and so much more! You can view the catalogue or call 415-500-6637 to place your order. Custom orders and gift wrapping are available upon request! Click here to preview the latest catalog.



SUSTAINABLE PRACTICES

Transamerica Pyramid Center continues its commitment to promoting sustainable practices. We encourage our building office team, tenants and contractors to participate in our recycling and composting efforts.

We ask for your assistance in improving our diversion rates (percentage of waste materials diverted from traditional disposal such as landfill to be recycled, composted or re-used) by increasing your recycling and composting efforts. Each building has designated bins/containers to separate recycling, composting and regular trash (landfill). We provide tenants under the desk blue recycling bins. We also provide tenants with green bins lined with biodegradable liners for kitchen/break room areas. We compost paper towels in all the buildings. Restroom area containers are lined with biodegradable bags so paper towels are composted.



WHAT WE CAN RECYCLE....



Paper	Glass	Plastic	Metals
Paper, cardboard and wood - Examples: office paper, construction paper, paper bags, soft cover books, envelopes, cereal boxes	Glass (unbroken clear, green, brown glass containers of all shapes and sizes) - Examples: milk, soda and wine bottles	Plastic - Examples: water and soda bottles, yogurt containers, disposable cups, milk jugs, shampoo bottles, tubs and lids. (Make sure each plastic item has a number within the chasing arrow mark in the packaging)	Ferrous and non-ferrous metals - Examples: aluminum cans and foil, pie plates, soup and tin cans, wire hangers)

OKTOBERFEST IN REDWOOD PARK

On a balmy 80 degree evening in October, e.ventures once again hosted their annual Oktoberfest celebration in Transamerica Pyramid Center's Redwood Park. For the 4th year running, the team proudly showcased their German roots by donning their best dirndls and lederhosen and dancing with their guests to the band's lively oom-pah-pah tunes. With traditional Hofbräuhaus beer and lecker German bites, the evening was one of the grandest the park had ever seen.

Founded in 1998, e.ventures is a venture capital firm with global scale. The firm invests out of dedicated funds in six geographies, namely e.ventures (U.S.), e.ventures Europe, e.ventures Russia, e.ventures Asia (China and Japan) and Redpoint e.ventures (Brazil and Latin America). The e.ventures team has been investing in Internet companies for more than 17 years and focused exclusively at the intersection of consumer Internet, media and mobile.



Tenant Spotlight: 600 Montgomery



Rembrandt Venture Partners (RVP) was established in 2004 to provide private equity capital to early stage technology companies. They focus their investments on a variety of sectors including Internet infrastructure, application software delivered as a service, communications, mobile products and services, and new media convergence.

At RVP, they are entrepreneurs first and foremost. Their Partners are proven investors and entrepreneurs who can effectively capitalize on various technology opportunities. Their sole concentration is to help early-stage entrepreneurs build great companies and change the way people live and work. RVP embraces a collaborative, team-oriented investment culture and puts the full weight of their partnership behind every entrepreneur. They are focused and successful in being the firm of choice for providing capital, support, and expertise to the best entrepreneurs in Silicon Valley.

RVP chose to make the Pyramid its headquarters due to the parallel focus on providing excellence in service, location, personnel and progressive thinking. For more information visit: www.rembrandtvc.com.



SAFETY MATTERS

BY JACKSON TALBOT • DIRECTOR OF SECURITY 415.829.5410

TRANSAMERICA PYRAMID

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TRANSAMERICA PYRAMID CENTER

*This quarterly column offers safety tips from our Director of Security, Jackson Talbot. Jackson and the Pyramid Security Team are **always** available to provide resources and/or custom training to tenants.*

DO YOU HAVE A PLAN?

“Chance favors the prepared mind.” - Louis Pasteur

As the annual Pyramid Center Floor Warden training approaches, I’m reminded of a recurring theme that I have identified over the years. People don’t plan. The Pyramid Center building team has plans in place for emergency response, but those plans cannot address your personal and family preparedness. Often, instead of preparing properly, folks hope the odds are in their favor and assume they’ll rise to the occasion. They will not.

When it comes to emergencies, we should do all we can to increase our chance of success. Although the chances of a major earthquake impacting you personally may be relatively remote, preparation for even a sub-catastrophic incident (such as the recent Napa area quake) is well worth the effort.

Don’t let the enormity of the task paralyze you. The secret is to start somewhere, find easy tasks, and complete them.

Here are some easy, smart, free and effective resources you can use right away to get prepared **before** the shaking starts:

- 1) Putting Down Roots in Earthquake Country: www.earthquakecountry.org
- 2) Neighborhood Emergency Response Training (NERT): www.sf-fire.org
- 3) SF72 – The City of San Francisco’s Emergency Planning: www.sf72.org

Interested in more information? Send an e-mail to jtalbot@thepyramidcenter.com.

BEHIND THE SCENES

TINA MARTINEZ POI STORE MANAGER

Tina joins the Point of Interest Visitor’s Center and Historical Venue as the Store Manager responsible for merchandising, corporate retail, tenant gifts, and providing historical information about the Pyramid.



Tina is a San Francisco native who recently moved back to the City from the Seattle area where she was heavily involved in volunteer work, including fundraising for KQED and domestic violence issues, as well as tutoring and reading programs. She has also worked as a legal assistant, and holds a certificate in Paralegal as well as Cosmetology. What she says she enjoys most about her new position is the opportunity to interact with tenants and tourists as it relates to the unique history of the Pyramid. Married to her husband for 23 years, she is the mother of two daughters and loves the outdoors, including hiking, rock climbing, cycling, travel, and cooking.

Stop by and meet Tina! Store hours are Monday – Friday from 10:00 am – 3:00 pm.