

FOR IMMEDIATE RELEASE

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Baur's Building Day: Mayor Hickenlooper to rededicate historic confectionery building at 1512-14 Curtis Street, July 18th, 2006 3:00pm

Denver, CO - July 11, 2006 -- On Tuesday July 18th at 3:00 pm, the honorable Mayor John Hickenlooper will declare a "Baur's Building Day" in recognition of the historic and current significance of the building, once home to a famous Denver candy store, located at 15th and Curtis Streets.



KEW Realty Corporation and Victory American Grill are hosting the grand "ice cream social" and rededication ceremony, to celebrate the history, the successful renovations, and prestigious new tenancy of the Baur's Building located at 1512-14 Curtis Street. The event will also celebrate recent Denver Landmark designation and the building being placed on the Colorado and National Registers of Historic Places. KEW will also recognize the building's new prestigious tenants; Victory American Grill, 5280 Magazine, and Linhart McClain Finlon PR, and celebrate the building re-entering the downtown community once again as a vibrant contributor to the economy. Mayor Hickenlooper is scheduled to help rededicate the building and join others in the celebration.

About the Baur's Building

The Baur Confectionery Company Building housed the favorite Baur's confectionery and restaurant for generations of Denver citizens. The building was constructed in 1881 by real estate developer Rodney Curtis, who later became the Denver Tramway President, and designed by Denver Architect Leonard Cutshaw.

Otto P. Baur, a German immigrant, established the Baur Confectionery Company in 1871. In 1891, Baur moved the confectionery to 1512 Curtis Street and the company quickly emerged as an innovative and successful purveyor of candies, cakes, and other confectionery items. Baur reportedly invented the ice cream soda, by substituting ice cream for cream and combining it with seltzer water.



John Joseph Jacobs, Baur's nephew, took over the business after Baur's death in 1904 and thus helped lead the company into its greatest era. Under the leadership of Jacobs, the company grew and added a restaurant to the building in 1918 and occupying the entire three floors of the building by the following year. Over the decades, Baur's experienced continued success, and Denverites enjoyed the "sweet magic" that was created at 1512 Curtis Street and other Baur locations around town.

In the 1970's Baur closed its doors to competitive times as that area of downtown became run-down and criminal. Following that, offices and other restaurant tenants were never able to experience the success that Baur's had for so long.

KEW Realty Corporation purchased the building in May 2004 and, in 2005 undertook a certified rehabilitation of the entire three floors, inside and out, including restoring the store front windows to its 1920 appearance. Many historic details remain, the ceramic tile floors, the barrel vaulted ceiling, crown molding and exposed wood beams.

"Owning a historic piece of Denver and being able to peel away at the layers of the building to reveal its original architecture and at the same time repositioning the building as an active participant in its vibrant downtown setting." was the goal of David Spira, President of KEW Realty Corporation.

About KEW Realty Corporation

KEW Realty Corporation was formed on January, 2000, splitting off from the commercial real estate business of KEW Management Corp., founded by David Spira's grandfather in New York in 1953, and furthered by his father, Seymour. KEW first acquired property in Denver, Colorado in 1979 and opened its Denver office in 1995. For more than 50 years KEW Realty has been engaged in the business of owning, managing, leasing, acquiring, building and renovating commercial properties. Spira has past experience in rehabilitating historic buildings; in New York City, KEW Management celebrated the 100 year anniversary of the Townsend and St. James Buildings. As a family owned business, KEW plans to continue progressively into successive generations.

Focused on Denver, KEW Realty Corporation, owns and manages 32 office, retail and industrial assets in the Denver Metro area for a total portfolio size of over 1 million square feet. For additional information please visit www.kewrealty.com or call 303-329-8100.

About Victory American Grill

Inspired by the famous Victory Theatre which was once just a few blocks up from the Baur's Building, on 17th and Curtis Streets, the Victory American Grill features a menu of Classic American cuisine. Dishes honor popular fare from yesteryear with an emphasis on the emerging classics. The Victory's interior pays homage to the past by combining new design elements with the historical features discovered within the building during renovation. Today, the Victory strives to preserve two mottos set forth by Otto Baur: Good things to eat and good service.



Spero Armatas and his sons Sam, Alex and Patrick recently welcomed Jimmy Lambatos and his son Anthony as their new partners at the Victory. The Armatas and Lambatos families aren't new to the neighborhood; both have a long history as restaurateurs on Curtis Street. Sam's No. 3™ was the third of five Coney Islands opened by Sam Armatas throughout the 1920's. It was located at 1527 Curtis Street in the heart of downtown Denver. In September 1998, Sam's son Spero and grandsons Sam, Alex, and Patrick reestablished his most famous of Coney Islands, Sam's No. 3™. At its current location on Curtis Street at the corner of 15th Street, Sam's No. 3, was once The Sota Zara, a soda bar owned by Jimmy Lambatos' grandfather.

The Armatas and Lambatos invite Denver to return to the old Baur's location to reminisce about the days of past, and to create new memories and celebrate special occasions at the Victory. The restaurant can accommodate up to 299 people, it is open daily at 11 am, serving brunch Saturdays & Sundays. Contact: 303.534.4842 or www.victoryamericangrill.com

The honorable Mayor John Hickenlooper will preside over the rededication of the Baur's Building

Event Details:

Baur's Building Day

Tuesday July 18th, 2006 at 3 pm

1512-14 Curtis Street, Denver

Reception to immediately follow in the Victory American Grill

