



# PRESS RELEASE

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## **NAREIT IMPROVES INDUSTRY'S BEST KNOWN WEB SITES**

*NAREIT.com and Investinreits.com Again Rank  
Among AAI's "Top Investment Web Sites"*

**Washington, D.C.** — The National Association of Real Estate Investment Trusts® (NAREIT) has improved the design and content of its two well-known and highly-regarded Web sites, [www.nareit.com](http://www.nareit.com) and [www.investinreits.com](http://www.investinreits.com).

In addition, both NAREIT.com and investinreits.com are again included in *The AAI* (American Association of Individual Investors) *Journal's* "Guide to the Top Investment Web Sites" (September 2004). AAI called attention to the sites' instructional materials, search capability for member companies and downloadable guide to REIT investing, among other features.

Frequently utilized and praised by investors, industry experts and the financial media, NAREIT.com has long been viewed as the publicly traded real estate industry's favorite Internet source for information about REITs and publicly traded real estate.

It's the first place many Internet users look to find performance data (as the home of the family of NAREIT Indexes), real estate-related public policy updates, as well as for news of NAREIT's latest meetings and publications.

"We've made site navigation of NAREIT.com easier than ever so visitors can find what they're looking for even faster," said NAREIT President and CEO Steven A. Wechsler. "Of particular interest, all statistical information has been housed in a single section we call our 'Data Library'."

Featured NAREIT.com homepage sections include "Industry Update," "NAREIT Events" and "Look Who's Talking About REITs" – a frequently updated sampling of favorable industry media coverage.

(more)

Investinreits.com, unveiled by NAREIT in 2002, was redesigned with individual investors in mind. “It offers one-stop shopping for those interested in the basics and how-to’s of real estate stock investing,” according to Rob Valero, NAREIT’s vice president of investor relations. The site contains information on the benefits of investing in REITs, investment options (including a comprehensive listing of real estate-specific mutual funds), searchable directories and links to individual REITs’ Web sites.

“With investinreits.com, we’ve simplified the content and made everything accessible directly from the home page,” Valero explained. “For example, you’ll see well-defined sections offering ‘3 reasons to invest in REITs,’ how to ‘Learn about REITs,’ and ‘Ways to invest’ in REITs.”

“Visitors to both sites will quickly become accustomed to the streamlined, attractive layout that puts a tremendous amount of REIT-related information within easy reach,” Wechsler added. “And at the top of each home page, you’ll see a rotating series of photographs showcasing our members’ properties. These will help illustrate the variety of buildings that are within reach of real estate stock investors.”

In recognition of the increasing interest in REIT stocks worldwide, NAREIT also has begun providing information about the trailblazing U.S. REIT structure in six foreign languages—Spanish French, German, Japanese, Chinese and Korean—on both sites.

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The National Association of Real Estate Investment Trusts® (NAREIT) is the trade association for REITs and publicly traded real estate companies. Members are real estate investment trusts (REITs) and other businesses that own, operate and finance income-producing real estate, as well as those firms and individuals who advise, study and service those businesses. Visit our Web sites at [www.nareit.com](http://www.nareit.com) and [www.investinreits.com](http://www.investinreits.com).

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