

Camden Partners Unveil “TRIAD1828 CENTRE” as Name of Future Headquarters of NFI, Conner Strong & Buckelew, and The Michaels Organization

*Name Honors Trio’s Commitment to Camden and the City’s Founding Almost
200 Years Ago*

CAMDEN, NJ: The trio of partners behind some of Camden’s most exciting developments today announced that the soon-to-open corporate headquarters for their companies will be named, “TRIAD1828 CENTRE,” to honor their joint commitment to the City of Camden, the city’s incorporation in 1828, and the city’s ongoing renaissance. The three firms, NFI, Conner Strong & Buckelew, and The Michaels Organization, will move into the new centre in June.

“Our companies selected the name, ‘TRIAD1828’ as a signal of our strong commitment to the City of Camden as well as a recognition of its long history and bright future as it continues a stunning transformation,” said George E. Norcross, III, Executive Chairman of Conner Strong & Buckelew and Chairman of Cooper University Health Care/MD Anderson Cancer Center at Cooper. “We have been united in our support of Camden, and by moving our companies here, we are committed to being part of its future.”

“Triad” means a group of three closely related things, such as in music where it refers to three notes coming together in harmony – an apt description of the partnership among the three companies and their leaders, who are individually and collectively investing in the success of the Camden region through job creation, philanthropy, and civic leadership. “1828” commemorates the year of the city’s incorporation and its history as a transportation hub and home to companies like Campbell Soup, New York Shipbuilding Corporation, and RCA.

The new TRIAD1828 CENTRE, located in the shadow of the Ben Franklin Bridge at Two Cooper Street, will stand 18 stories high with separate office space for the almost 1,000 employees the three companies will move to Camden. NFI, Conner Strong & Buckelew, and The Michaels Organization will divide the office space and jointly have access to shared amenity space. A pair of restaurants, open-to-the-public, from renowned chef, Michael Schulson, was announced last month. The project also includes structured parking for employees and visitors and an outdoor piazza overlooking the

Delaware River and the Philadelphia skyline, capable of accommodating 1,000 people. The total cost of the project is estimated to be \$245 million.

“When we first announced our intention to move to Camden, I said the new building would enable us to offer our growing workforce a world-class, state-of-the-art headquarters located in a city that is once again poised for greatness,” said The Michaels Organization CEO, John J. O’Donnell. “Now that the building is just weeks away from being complete, it has surpassed our hopes, and will serve as a great place for our employees to work and for the public to dine at some of the area’s finest restaurants. I could not be more pleased.”

"When we move into TRIAD1828, we will be continuing NFI's commitment to South Jersey well past our company's centennial in 2032," said NFI CEO, Sid Brown, who, together with his brothers, owns and manages NFI. "We have always known that our employees are what makes NFI successful, which is why we wanted to make sure the focus of our new building's design was on the employee experience. The building and surroundings will offer our employees the first-class office space and amenities they deserve and we look forward to writing the next chapter in our company's history at the Camden waterfront."

The TRIAD1828 CENTRE is just one of the investments the three corporate and community leaders have made in Camden’s future, including a recent pledge of \$1 million to be given as grants to Camden-based community groups and non-profits. In 2016, the group announced they and members of their families had purchased the Ferry Terminal Building, which was the first privately-funded office building in the City of Camden in almost 50 years when it was built in 2007. The trio has since also invested millions in new market rate apartments to be developed as part of The Camden Waterfront, bringing their total commitment to Camden’s future to over \$300 million.

NFI is a leading global supply chain solutions provider, Conner Strong & Buckelew is one of the nation’s largest insurance and employee benefit brokerage firms, and The Michaels Organization is a national leader in residential real estate offering full-service capabilities in development, property management, construction, and finance.

Also wrapping up construction is a new website, www.triad1828.com, which when fully launched will highlight the new building’s many amenities and the owners’ individual and collective investments in Camden’s future. An initial overview of the project is live today.

As the Waterfront developments continue, other retail opportunities are available in the New Camden Waterfront. Please contact Akiva Goldstein at MSC Retail at 610-457-2583 for nearby retail opportunities to meet the demand of the thousands of new employees moving to Camden.

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