



GRUBB & ELLIS[®]
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news release

for immediate release

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Grubb & Ellis Company Unveils New Brand Identity

Grubb & Ellis/Las Vegas' logo changes to reflect Grubb & Ellis' new identity

LAS VEGAS, Nev. (March 16, 2009) – Grubb & Ellis Company (NYSE: GBE), a leading real estate services and investment firm, today unveiled a new brand identity that represents the company's stronger, more diversified platform of real estate services and investment programs.

“Grubb & Ellis has undergone tremendous change over the past year, as we've integrated and enhanced our service offerings, while continuing to expand our investment programs,” said Jack Van Berkel, chief operating officer of Grubb & Ellis Company. “Our clients and prospective clients are looking at us differently for a reason, and we believe our new brand signifies that we are in fact a new company.”

As Grubb & Ellis Company's Las Vegas affiliate, Grubb & Ellis|Las Vegas' logo has been changed to reflect the company's new brand identity.

The new logo relies on the traditional Grubb & Ellis color palette of yellow, black and white, but replaces the circle, which has been the visual representation of the firm for decades, with an arching white bridge on a yellow background. The new tagline that accompanies the logo is “From Insight to Results.”

The bridge symbolizes how Grubb & Ellis connects the needs of clients with the various real estate services and investment programs the firm provides. The tagline emphasizes the depth and breadth of the company's market knowledge and how it translates those insights into distinct strategies for each client.

“A bridge is known as a structure that provides passage to reach one's destination,” said Ryan Rauch, director of marketing. Similarly, “Grubb & Ellis' new logo represents our shared passion for providing tailored solutions that help our clients reach their unique real estate and investment goals.”

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To reinforce the new brand, the company has also revamped its Web site, www.grubb-ellis.com, making it easy for a client to find information on the investment programs and real estate services applicable to them, whether they are an individual investor, institutional investor, or a tenant or owner-occupier of real estate.

About Grubb & Ellis

Grubb & Ellis Company (NYSE: GBE) is one of the largest and most respected commercial real estate services and investment companies. With more than 130 owned and affiliate offices worldwide, Grubb & Ellis offers property owners, corporate occupants and investors comprehensive integrated real estate solutions, including transaction, management, consulting and investment advisory services supported by proprietary market research and extensive local market expertise.

Grubb & Ellis and its subsidiaries are leading sponsors of real estate investment programs that provide individuals and institutions the opportunity to invest in a broad range of real estate investment vehicles, including tax-deferred 1031 tenant-in-common (TIC) exchanges; public non-traded real estate investment trusts (REITs) and real estate investment funds. As of September 30, 2008, more than \$3.8 billion in investor equity has been raised for these investment programs. The company and its subsidiaries currently manage a growing portfolio of more than 225 million square feet of real estate. In 2007, Grubb & Ellis was selected from among 15,000 vendors as Microsoft Corporation's Vendor of the Year. For more information regarding Grubb & Ellis Company, please visit www.grubb-ellis.com.

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