

November 7, 2017



Jersey City Urby, NJ's Tallest Residential Building, is 95-Percent Leased

Landmark Tower's New Residents Help Bring to Life Cultural District on Hudson River Waterfront

JERSEY CITY, N.J., Nov. 7, 2017 /PRNewswire/ -- The partnership of Roseland Residential Trust, a subsidiary of Mack-Cali Realty Corporation (NYSE: CLI), and Ironstate Development today announced that, just eight months after the launch of leasing, Jersey City Urby is 95-percent leased.

The rapid leasing of Urby's 762 studio, one- and two-bedroom residences is reflective of the strong demand for thoughtfully designed apartments near Jersey City's waterfront, where Mack-Cali is developing Harborside – a cultural district that blends luxury living, premier offices, locally inspired shopping and dining, and open public spaces.

"As Urby nears full occupancy, we're witnessing a significant milestone in the Jersey City waterfront's continued evolution into a destination neighborhood," said Michael J. DeMarco, CEO of Mack-Cali. "The over one thousand residents who've moved into the building are playing an important role in bringing to life the unique arts, dining and lifestyle scene that's being cultivated at Harborside."

Urby aims to reshape the apartment industry by combining fresh modern design with charming collective spaces programmed for interaction, rejuvenation and fun. Spaces include a fully equipped gym offering regular classes, from cardio to strength training to yoga and barre; a heated outdoor salt water pool and deck that hosts sunset events, meditation and more; a communal kitchen for cooking demonstrations, tastings and talks; and the Urby Creative Lab, a space for residents to participate in interior design workshops, flower arranging, homemade apothecary and other classes. Additional amenities include an attended lobby, on-site parking, bicycle storage, and a dog run.

Apartments come in a variety of layouts, from compact alcove studios to spacious corner two-bedrooms, with most residences offering spectacular views of the harbor, New York skyline, and the New Jersey Highlands through wide bands of ribbon windows.

Designed by the innovative Dutch architects [concrete](#), Urby is the tallest residential building in New Jersey. The 713-foot-tall tower's playful massing is composed of multi-story, stacked sections that cantilever off one another and are clad in differing fenestration treatments. The uniquely designed tower serves as an unmistakable landmark for Harborside, where Mack-Cali recently unveiled a plan to invest \$75 million toward modernizing 4.3 million square feet of class A office buildings, and drastically upgrading public and retail spaces.

Since announcing a consolidation of its office portfolio in 2015, Mack-Cali launched a multi-phase plan for Harborside, beginning with the reinvention of the Harborside Atrium, which now doubles as a cultural space that hosts music, dance, art performances, and 'foodie' fests. Additionally, this past spring, the company opened Lutze Biergarten, an outdoor venue offering a variety of craft beers, cocktails, great food, games, and breathtaking views of Manhattan. In September, Mack-Cali celebrated the opening of Piggyback Bar at Harborside, a restaurant owned by famed NY chef Leah Cohen and partner Ben Byruch.

Urby provides residents with seamless access to Manhattan, seven minutes via the Exchange Place PATH station located one block from the building, and six to eight minutes (depending on destination) via the recently launched Harborside NY Waterway ferry terminal. The Hudson-Bergen Light Rail stop located directly at the building provides access up and down the New Jersey Waterfront. Additionally, a new Citi Bike station at Harborside offers residents and office tenants in the area yet another transportation option.

Jersey City Urby is located at 200 Greene Street. For more information, visit www.jerseycityurby.com.

About Roseland Residential Trust

Roseland Residential Trust is an owner, manager, and developer of luxury lifestyle-oriented multifamily and mixed-use properties in select waterfront and transit-oriented markets throughout the Northeast. A subsidiary of Mack-Cali Realty Corporation, one of the country's leading real estate investment trusts (REITs), Roseland is the master developer for several nationally recognized mixed-use destinations, including Port Imperial, a \$3-billion, 200-acre community on the Hudson River Waterfront in New Jersey; Portside at East Pier in East Boston, where the company is redeveloping a half-mile of Boston Harbor into a luxury community; and Overlook Ridge, a 92-acre, master-planned community located north of Boston.

A recognized leader in multifamily innovation, Roseland is known for creating locally inspired communities that enhance the beauty, economic vitality, and energy of their surrounding environs. Fully integrated and self-managed, the company comprises a team of professionals committed to enriching the quality of life of each of its communities' residents.

For more information on Roseland Residential Trust and its communities, visit www.roselandres.com.

About Ironstate Development Company

Ironstate Development Company is one of the largest privately held real estate development companies in the Northeast. Based in Hoboken, New Jersey, Ironstate engages in the development and management of large-scale mixed-use projects and has a diverse portfolio of residential and hospitality assets valued at several billion dollars. Additional information on Ironstate Development Company is available on the Company's website at www.ironstate.net.

About Urby

Urby is a complete rethink of rental apartments that is design driven with collective spaces that are thoughtfully programmed to connect residents with one another. Urby is a creation of Ironstate Development—the real estate firm behind the development of the Standard East Village, Chiltern Firehouse in London and W Hotel in Hoboken—and Concrete Architects,

the Amsterdam-based architecture and interiors firm known for the designs of CitizenM Hotels around the world and W Hotels in London and Switzerland.

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