FOR IMMEDIATE RELEASE

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Another New Street at The Banks: Freedom Way West

Street Provides Access Between Great American Ball Park and Paul Brown Stadium

Freedom Way West, another one of the City's newest streets will be poured **this morning beginning at 4 a.m**. The final road surface, which continues the progress underway at The Banks, will be poured to provide access between Great American Ball Park and Paul Brown Stadium. The Bidwell machine, which was also used for the final road surface concrete pour for Freedom Way East, places and finishes the concrete for the street. The Bidwell machine allows the concrete to be placed and finished at different grades and slopes with only one set-up, which is efficient and provides cost savings. The machine also improves the quality and uniformity of the placed concrete because it shapes, compacts and finishes, leaving only minor touch-ups. Approximately 270 cubic yards of concrete will be poured in a four-hour period with no effect on early morning rush hour traffic around the new street construction.

Freedom Way West will serve as a main thoroughfare for the City's newest neighborhood and will be open to the public when construction on the retail and residential components of The Banks are complete.

FOR MEDIA INTERESTED IN ATTENDING:

Where: Media may set up from Elm Street
When: Tuesday, Sept. 1, 2009 at 4 a.m.

Interviews: Interviews with John Deatrick, Project Executive for The Banks, will be available from 6 a.m. to 7 a.m. on Elm Street near Paul Brown Stadium.

A Bidwell machine will be used to place and finish the concrete for The Banks' newest street, Freedom Way West, providing access between Great American Ball Park and Paul Brown Stadium.

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The Banks is a City of Cincinnati, Hamilton County, Carter, Dawson joint project that will benefit the entire region. Once completed, The Banks will be Cincinnati's largest single, mixed-use development, composed of a dynamic blend of residential, office, hotel and retail components. Phase 1A of the riverfront development is under construction and will include a revised street grid, a parking facility, a minimum of 300 apartments and 70,000 square feet of retail. The Banks will be a catalyst for regional economic growth. It will drive an estimated $600 million in private investment to our riverfront and provide a place to live for more than 3,000 residents.