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NEWS RELEASES

Hacienda Business Activity High at Mid-Year

Posted on August 30, 2016 by publisher8 in News Releases

PLEASANTON, Calif. — Business activity at Hacienda has been strong so far in 2016. Recent leasing activity has been particularly robust with additional new tenant announcements expected over the next several weeks. Companies currently located at Hacienda have added to the park's growth and have noted several remarkable accomplishments in the last few months.

"2016 activity has been very encouraging and continues to confirm the value our companies have found in Hacienda," says James Paxson, Hacienda's general manager. "Much of our recent growth has been with existing companies who have flourished in Hacienda's environment. This is further reflected in the many key announcements companies have made concerning recent achievements."

Major Business Activity

Here is a summary of just some of what has gone on in Northern California's largest mixed-use development in the past three months:

Astex Pharmaceuticals Enters Collaboration to Explore New Leukemia Treatment

Hacienda's Astex Pharmaceuticals, Inc., a pharmaceutical company dedicated to the development of novel small molecule oncology therapeutics, has entered into a clinical collaboration with Genentech. The companies' goal is to evaluate the potential for combining Astex's next generation hypomethylating agent, guadecitabine (SGI-110), with Genentech's investigational anti-PD-L1 monoclonal antibody, atezolizumab, in the treatment of acute myeloid leukemia (AML). An initial Phase 1b study will investigate the safety and pharmacology of the combination.

The collaboration will test the hypothesis that upfront "priming" of patients' immune systems with guadecitabine, an epigenetic investigational drug, may result in enhanced responses to immunotherapy.

"We are delighted that Genentech has chosen to partner with Astex on this exciting study. The idea of combining epigenetic therapies such as guadecitabine with immune checkpoint inhibitors such as atezolizumab, has the potential to open up new therapeutic options with enhanced outcomes for patients with a range of cancer types," said Mohammad Azab, Astex's President and Chief Medical Officer. "Astex is committed to exploring the broad potential of guadecitabine as a 'backbone' therapy for use in immunotherapy combinations."

SmartZip Enhances Demand Generation Tools to Help Real Estate Professionals Land More Seller Business

Hacienda's SmartZip Analytics, creators of predictive marketing technology for the real estate industry, has unveiled new and improved lead generation and follow-up tools for its existing SmartTargeting clients. The company's seller-focused lead generation site, SmartHomePriced, which offers an automated home valuation to homeowners, has been fine-tuned to increase lead conversions among likely sellers. SmartZip has also partnered with Landvoice to give clients the ability to purchase phone number matching services for leads that do not provide full contact information.

"The new SmartHomePrice is light years ahead of anything else out there," said SmartTargeting client Gary

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Anderson. "While other automated valuation sites ask for contact information first, SmartHomePrice now allows homeowners to get community information and insights upfront. As an agent, I believe in providing value before asking for anything, and I know this simple but straight-forward process will help me convert more often while giving potential leads the information they truly want."

Stanford Health Care-ValleyCare Recognized

Stanford Health Care-ValleyCare has been designated a Breast Imaging Center of Excellence by the American College of Radiology (ACR). This designation is given to breast imaging centers that have earned accreditation in mammography, stereotactic breast biopsy, and breast ultrasound (including ultrasound-guided breast biopsy). Peer-review evaluations, conducted in each breast imaging modality by board certified physicians and medical physicists who are experts in the field, have determined that Stanford Health Care-Valley Care has achieved high practice standards in image quality, personnel qualifications, facility equipment, quality control procedures, and quality assurance programs.

New Tenants

Hacienda has recently welcomed a number of new tenants to the park. New tenants arriving in Hacienda over the past three months include:

Bell Sports Medicine, 5924 Stoneridge Drive, (925) 600-7020, www.bellsportmed.com. Specialists in orthopedic surgery and sports medicine.

Cepheus Biosciences, 5653 Stoneridge Drive Suite 102, Pleasanton, CA 94588

Mindjet, 4457 Willow Road (925) 297-2600, <https://www.mindjet.com>. Social innovation software provider.

Nu Luxury Labels, 5627 Stoneridge Drive, <https://nuluxurylabels.com>. Consumer goods.

Orchard Supply Hardware, 4555 Rosewood Drive, www.osh.com. A hardware and garden store.

ThinkHR, 4637 Chabot Drive, (925) 225-1100, www.thinkhr.com. Sellers of HR outsourcing products marketed to small and mid-sized companies.

World Financial Group, Inc. 5994 W. Las Positas Boulevard, (925) 558-2700, <http://www.worldfinancialgroup.com>. Providers of financial services.

Xing Connected Corporation, 5673 W. Las Positas Boulevard Suite 203, www.xingconnected.com. A technology company specializing in smart home products.

Prodigy Fitness, 5653 Stoneridge Drive Suite 101, (925) 967-4109 <http://www.we-are-prodigy.com>, Fitness and Health.

Ellie Mae (expansion within Hacienda), 4420 Rosewood Drive Suite 500, (925) 227-7000, www.elliemae.com. Provider of software and services for the mortgage industry.

About Hacienda

Hacienda is the largest development of its kind in Northern California. Over 10 million square feet of existing, mixed-use space is occupied by some 685 companies that locally employ over 19,000 people. Hacienda's businesses represent the best and the brightest of contemporary corporate America and provide the home to everything from small offices to regional centers to large campuses for company headquarters. In addition, Hacienda also features homes to some 4,300 residents. Residential developments also provide a full spectrum of choices from stylish rental units to single family detached homes.

[Astex Pharmaceuticals](#) [Genentech](#) [Hacienda](#) [SmartZip](#) [Stanford Health Care-ValleyCare](#)

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