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FIRST CRYSTAL LAGOONS[®] AMENITY TO OPEN IN NORTHEAST, BRINGING BEACH LIFE AND WINTER SPORTS TO PITTSBURGH

Multi-purpose, 2-acre lifestyle water amenity will serve as centerpiece of mixed-use development, Esplanade, along the Ohio River

PITTSBURGH – September 12, 2018 – Adding to its growing nationwide and global portfolio, Crystal Lagoons[®] is expanding into the U.S. Northeast with a milestone lagoon amenity in partnership with Millcraft Investments, as part of Millcraft's 15-acre, mixed-use Esplanade development in Pittsburgh's North Side neighborhood along the Ohio River. Esplanade's man-made lagoon marks the first urban lagoon in the world with the capability to convert from a paradise-like, turquoise body of water into a frozen skating rink during the winter months. The Crystal Lagoons amenity will offer additional four-season functionality with thermal baths year-round as part of the recreational, health and wellness components of the project. In addition to a Ferris Wheel announced earlier this year, the crystalline lagoon is the second of several world-class amenities planned at Esplanade.

The two-acre, idyllic Public Access Lagoon will anchor Esplanade and will employ a patented, high-tech process allowing for use of 100 times fewer chemicals and 50 times less energy than a traditional swimming pool. The Crystal Lagoons amenity will be within walking distance of several planned urban living communities, dining and "entertainment" venues, hotel options and corporate office space within the Esplanade project.

"We are thrilled to open our very first lagoon in the world that will bring beach life in the summer months and transform into a skating rink during the winter months, all right in the heart of Pittsburgh," said Christopher Souza, regional director of Crystal Lagoons. "In response to the growing demand for our Public Access Lagoons, we feel the Esplanade project is the perfect opportunity to provide residents and visitors alike access to outdoor aquatic amenities, while simultaneously adding tremendous value to the development as a whole."

During the warmer months, the turquoise lagoon at Esplanade will be the ideal tropical escape for anyone in the surrounding community looking to swim, kayak, paddleboard or simply enjoy the white sand beaches. Once temperatures drop, a portion of the man-made lagoon will become frozen and can be used for winter sports.

"It's very important to us, as we plan the Esplanade project, to add features that are functional year-round – welcoming to all ages, to all of those within the community, to all of those visiting our city and

First Crystal Lagoons® amenity to open in the Northeast, bringing beach life and winter sports to Pittsburgh, continued

to the future residents of Esplanade.” said Lucas Piatt, president and chief operating officer of Millcraft Investments. “Partnering with Crystal Lagoons gives us the ability to activate our city’s riverfront while creating a unique environment that will engage the community and bring another first to the City of Pittsburgh.”

Esplanade’s lagoon will be situated in the coldest weather climate of any Crystal Lagoons amenity worldwide to date. Crystal Lagoons has seen a growing demand for development of ice skating-capable concepts in colder-climate cities, since the company’s crystalline lagoons can naturally freeze or can freeze with the addition of supplemental technology. Additionally, there has been a growing interest among developments in warmer climates that are seeking cost-effective, man-made skating rink options.

“This is an important milestone for Crystal Lagoons as it marks our first crystalline lagoon in the U.S. Northeast and is our first urban lagoon project anywhere in the country,” added Souza, a Northeast native. Crystal Lagoons already has 23 deals for man-made, crystalline lagoons in place across the nation, plus over 60 more that are currently in active negotiations. To date worldwide, 600 man-made lagoon projects have been completed, started or planned by Crystal Lagoons.

The first crystalline lagoon developed in the U.S. opened at the Epperson community outside of Tampa, Florida, earlier this year, featuring a 7.5-acre tropical-style lagoon. Another Florida-based Crystal Lagoons amenity is opening soon at Twin Creeks Development’s Beachwalk community south of Jacksonville, featuring an impressive 14-acre crystalline lagoon surrounded by a dynamic live, work and play community. Another prominent U.S. project currently in the pipeline for Crystal Lagoons is a massive, 25-acre lagoon paradise for Wynn Resorts located on the iconic Las Vegas Strip.

About Crystal Lagoons

Crystal Lagoons is a multi-national company with U.S. headquarters in Dallas, Texas, and Miami, Florida, that has developed an innovative concept and technology, patented in 190 countries, allowing for the construction and maintenance of unlimited size bodies of water in crystal-clear conditions at low cost. Crystal Lagoons impressive turquoise waters are revolutionizing not only the real estate world but also water and energy production. Applications range from bringing idyllic beach life to locations otherwise thought unimaginable, to providing industrial solutions for closed-circuit cooling systems for thermal power plants and data centers, among others. For more information, please visit www.crystal-lagoons.com or email infousa@crystal-lagoons.com and follow us on LinkedIn at <https://www.linkedin.com/company/crystal-lagoons/>.

ABOUT MILLCRAFT INVESTMENTS:

Millcraft Investments is a Western Pennsylvania real estate and hospitality developer and management company with a sixty-year history of successfully creating and maintaining prominent large-scale office, retail, residential, and mixed-use developments. Learn more by visiting millcraftideas.com.

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NOTE: Media-ready renderings of the man-made crystalline lagoon at Esplanade may be downloaded [here](#).