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Dean Johnson Design Develops New Look for REISA **REISA's look to rejuvenate the real estate securities industry**

INDIANAPOLIS (June 5, 2009) — Dean Johnson Design client, The Tenant-In-Common Association (TICA) officially transitioned to the Real Estate Investment Securities Association (REISA) on June 1, 2009. With the association changing its name and expanding its portfolio of products, Dean Johnson took this opportunity to refresh the iconic triangle and brand look that TICA had used since its inception.

Dean Johnson's primary goal for the revised look was to maintain the brand equity that TICA had already established, while at the same time energizing and updating the look to reflect this new growth within the industry. Using a similar color palate and preservation of the pyramid icon, along with the addition of a new and customized typeface, Dean Johnson succeeded at creating a look that took the TICA/REISA brand to the next level.

"We are glad to have Dean Johnson as part of our team to develop this new identity that shows who we are today and continued growth to meet the demand of our members," said Jill Delaney, REISA director of communication.

In the past, each of the association's communications materials was professional, but the look varied from piece to piece. With the initial element of the logo, Dean Johnson has continued the look and feel throughout all corporate materials. Clean and professional now describe every corporate communications piece for REISA. Although Dean Johnson was not involved with the REISA web site, the look and feel described above was integrated throughout the site as well.

About Dean Johnson Design

Dean Johnson Design was founded in 1987 and is located on Massachusetts Avenue, the heart of the Indianapolis art district. The design firm is comprised of an elite group of professionals with expertise in brand identity, strategic marketing, communications and advertising. Dean Johnson is also an active member of the art community through its non-profit gallery, which supports local, regional and national artists, and its "Dialogue," a community newsletter written and designed by DJD staff. For more information please call 317.634.8020 or visit www.deanjohnson.com.

About the Real Estate Investment Securities Association (REISA)

The Real Estate Investment Securities Association (REISA), formerly known as the Tenant-In-Common Association (TICA), is a national trade association for professionals who offer and distribute securitized real estate investments. TICA was formed in 2003 to promote and support

those involved in the fractional ownership or tenant-in-common industry. These offerings represent all fractional interests in land, commercial real estate, energy and natural resources including DSTs, TICs, funds, partnerships and REITs sold on a securities platform. REISA promotes the highest ethical standards to its members and provides education, networking opportunities and resources. For more information, call REISA at 866.353.8422.