



The Howard Hughes Corporation® Creates New Global Strategic Partnerships Group

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Andrew Schwartz, Former Senior Vice President of Global Partnerships for Barclays Center, To Lead New Unit Charged to Partner with Leading Brands in Creating Extraordinary Consumer Experiences



Andrew Schwartz, Senior Vice President, Global Strategic Partnerships for The Howard Hughes Corporation (Photo: Business Wire)

NEW YORK-- [The Howard Hughes Corporation®](#) (NYSE: HHC) announced that Andrew Schwartz, former Senior Vice President of Global Partnerships at Barclays Center and Brooklyn Sports & Entertainment, has been hired to lead the Global Strategic Partnerships team as Senior Vice President. Responsible for identifying and securing new corporate partnerships across the company's sought after portfolio that spans from New York to Honolulu, the new division will play an important long term role for the growing company.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160301005789/en/>

Schwartz joined HHC after four years at Brooklyn Sports & Entertainment where he was responsible for overseeing all partnership sales efforts for the NBA's Brooklyn Nets and the NHL's New York Islanders at Barclays Center. In addition, Schwartz has experience managing strategic partnerships with MLB, the NHL and the PGA TOUR while previously at Sirius XM, where he also developed customized advertising and marketing campaigns for Fortune 500 companies and premier global brands.

Along with Schwartz, the company also welcomes two vice presidents to the Global Strategic Partnerships unit – Andrew Shahadi, former Vice President at Engine Shop Agency where he was responsible for overseeing sports and lifestyle-related sponsorships, and Peter Helfer, former Director, Partnerships & Media for the New York Jets. Christian Sbily, former member of the Marketing Partnerships group at the Madison Square Garden Company, also joins as Coordinator.

"As dynamic content becomes increasingly important in attracting visitors to our destinations, I am pleased about the opportunity our Global Strategic Partnerships group has in partnering with best-in-class brands to create extraordinary consumer experiences across our portfolio," said David R. Weinreb, Chief Executive Officer of The Howard Hughes Corporation. "The group will provide us with a distinct advantage in creating platforms for top brands to connect to the tens of millions of customers who reside in or visit our communities and properties."

Given the myriad of opportunities across the HHC portfolio, the Global Strategic Partnerships team will be able to deliver significant national activation footprints for brands looking to create meaningful engagement with consumers, developing custom solutions leveraging the high traffic and visibility of HHC's leading and iconic entertainment, retail, food and hospitality destinations.

"I am thrilled that The Howard Hughes Corporation has the foresight to engage with top global brands and capitalize on the loyalty and positive sentiment established in our communities and at our venues," said Andrew Schwartz. "We look forward to strategically working with leading brands to help them meet their specific business goals."

About The Howard Hughes Corporation®

The Howard Hughes Corporation owns, manages and develops commercial, residential and mixed-use real estate throughout the U.S. Our properties include master planned communities, operating properties, development opportunities and other unique assets spanning 16 states from New York to Hawai'i. The Howard Hughes Corporation is traded on the New York Stock Exchange as

HHC with major offices in New York, Columbia, MD, Dallas, Houston, Las Vegas and Honolulu. For additional information about HHC, visit www.howardhughes.com, or find us on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

Safe Harbor Statement

Statements made in this press release that are not historical facts, including statements accompanied by words such as “will,” “believe,” “expect,” “enables,” “realize,” “plan,” “intend,” “assume,” “transform” and other words of similar expression, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on management’s expectations, estimates, assumptions, and projections as of the date of this release and are not guarantees of future performance. Actual results may differ materially from those expressed or implied in these statements. Factors that could cause actual results to differ materially are set forth as risk factors in The Howard Hughes Corporation’s filings with the Securities and Exchange Commission, including its Quarterly and Annual Reports. The Howard Hughes Corporation cautions you not to place undue reliance on the forward-looking statements contained in this release. The Howard Hughes Corporation does not undertake any obligation to publicly update or revise any forward-looking statements to reflect future events, information or circumstances that arise after the date of this release.



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