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Green Leads to Gold for San Francisco's Transamerica Pyramid  
*Landmark Building Awarded Leadership in  
Energy & Environmental Design Gold Status*

**San Francisco, Calif. (December 11, 2009)** – San Francisco's Transamerica Pyramid, owned by AEGON and managed and leased by Cushman & Wakefield, has been awarded the prestigious Leadership in Energy & Environmental Design (LEED) Gold Certification by the U.S. Green Building Council in recognition of energy and environmental upgrades that now make the Financial District landmark one of the country's most environmentally sustainable properties.

The Transamerica Pyramid joins only a handful of existing buildings in the United States to qualify for LEED Gold Certification, completing its green upgrades ahead of other iconic high-rise buildings, such as New York's Empire State Building and Chicago's Willis Tower that are attempting to achieve a LEED rating.

“San Franciscans now have another reason to appreciate one of our city's most recognizable structures,” said Mayor Gavin Newsom. “I am proud of the LEED Gold Certification achieved by the Transamerica Pyramid. This award demonstrates a serious commitment to the environment and should be an example to other properties on how they can help us create a sustainable future through green building techniques.”

The Pyramid's LEED Gold certification is the culmination of a long standing commitment to energy efficiency. Other areas where the Pyramid has accelerated include 85% use of alternative transportation by tenants, a water use reduction program resulting in a 50% reduction over the past year, a 20% reduction of carbon footprint, purchasing of off-site renewable energy credits equivalent to 50% of purchased power, a high-efficiency co-generation plant, and the use of green cleaning products.

As a result, the Pyramid now generates up to 70 percent of its own electricity, pays 25 percent less per year for utilities and recycles or composts 70% of its ongoing consumables that otherwise would have been sent to local landfills.

“San Francisco is a city that has long been on the forefront of being environmentally responsible. AEGON ensures their properties are in keeping with that goal,” said Mark Novack, Real Estate Portfolio Manager with AEGON, USA. “We are grateful to the Cushman & Wakefield management and leasing team for their outstanding efforts that helped make The Pyramid Center one of the leaders in sustainability.”

Along with the Pyramid, AEGON's 505 Sansome Street has also received LEED Gold Certification with both towers receiving high rankings through the ENERGY STAR program administered by the U.S. Environmental Protection Agency.

The Pyramid and 505 Sansome will ultimately be joined by another AEGON green building, 555 Washington, which will also be built to LEED Gold standards and feature a reduced footprint resulting in the expansion of Redwood Park. The park will be opened for public use in the heart of the Financial District.

"The goal is to create a green island out of an entire block amidst San Francisco's urban landscape," said Andrew Segal of Liberty Hill Development who is overseeing the 555 Washington project. "The city will see three LEED Gold Certified buildings owned by AEGON".

For more information, visit [www.thepyramidcenter.com](http://www.thepyramidcenter.com) and [www.555washingtonsf.com](http://www.555washingtonsf.com).

***About AEGON USA***

*AEGON is one of the world's largest life insurance and pension companies, and a strong provider of investment products. AEGON empowers local business units to identify and provide products and services that meet the evolving needs of customers, using distribution channels best suited to local markets. AEGON takes pride in balancing a local approach with the power of an expanding global operation. With headquarters in The Hague, the Netherlands, AEGON companies employ approximately 29,000 people worldwide. AEGON's businesses serve millions of customers in over twenty markets throughout the Americas, Europe, and Asia, with major operations in the United States, the Netherlands and the United Kingdom. Respect, quality, transparency and trust constitute AEGON's core values as the company continually strives to meet the expectations of customers, shareholders, employees and business partners. AEGON is driven to deliver new thinking with the ambition to be the best in the industry.*