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Workspring Introduced to Inland Steel Building in Chicago

Service-Centered Workspace Offers Tailored Work Solutions for Tenants and Area Businesses

CHICAGO – November 5, 2012 – [Workspring](#), an enhanced workspace destination from [Steelcase Inc.](#), announced today that it will open its newest location in the Inland Steel Building located at 30 W. Monroe in Chicago in January. This is the first Workspring-enabled building in the country, meaning that corporate tenants within the building will have special pricing and privileged access to the Workspring facility located on the fourth floor. Existing Workspring customers and neighboring businesses will also benefit from the close proximity to the site. The location, unlike others before it, will feature spaces for individual work, collaborative projects, group meetings and special events.

“Workspring’s parent company, Steelcase, has studied the ways in which people work for more than 100 years,” said John Malnor, vice president of Growth Initiatives for Steelcase. “We’ve taken those insights and created Workspring to address the needs of today’s worker, who is more mobile and interconnected than ever before.”

Workspring is a hosted business facility purpose-built for individual work, collaborative meetings, longer-term projects, and full-service events. It takes a holistic approach, bringing together seamlessly integrated service, work consultancy, technology and contemporary design. Workspring’s design focuses on the effectiveness of small groups, enabling them to deliver on clearly defined objectives and mission-critical expectations. The Workspring experience is designed to help guests do their best work as individuals and teams.

What are the benefits of a Workspring Enabled-Building?



In most traditional offices, employees are given designated work stations and space is set aside for conference rooms or project areas, which aren't always occupied. By managing a company from or near a Workspring-enabled building, business leaders can pay to use the amenities when their teams need them and rethink their company's real estate footprint, either using less overall square-footage or repurposing space currently reserved for meetings. This model takes a cue from other "collaborative consumption" behavior, like a shared fitness center in an apartment building where tenants can utilize the on-site facilities and avoid the need to store a treadmill in their home.

What Makes Workspring Different?

Workspring offers a fully hosted work experience where individuals and groups can do their best work in an environment that anticipates every need, including technology support, access to natural light, health-conscious meals during meetings, outcome and work staging consultation, and ergonomic workstations. The service-centric approach provides customers with a dedicated host, who handles all needs, so the meeting planner and attendees can focus on the work at hand. The all-inclusive pricing model includes the meeting space, technology, wireless access, catering and tailored meeting supplies.

What is the vision for Workspring?

The first Workspring location was also built in Chicago. Now, Steelcase is expanding Workspring locations through strategic partnerships with brands like Marriott Hotels & Resorts. In the future, Workspring aims to provide a network of workspace destinations to meet the needs of mobile workers.

To learn more about Workspring, please visit www.workspring.com.

About Steelcase Inc.

For 100 years, Steelcase Inc. has helped create great experiences for the world's leading organizations – wherever work happens. Steelcase and our family of brands – including Steelcase®, Coalesse®, Designtex®, Details®, Nurture®, PolyVision® and Turnstone® – offer



a comprehensive portfolio of furnishings, products and services designed to unlock human promise and support social, economic and environmental sustainability. We are globally accessible through a network of channels, including approximately 650 dealers. Steelcase is a global, industry-leading and publicly traded company with fiscal 2012 revenue of \$2.75 billion.

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