

Where Lifestyle Means Business

In Southwest California there is just one place that reflects the high quality of life that businesses demands Murrieta!

Murrieta is a young, on the go community. Located at the convergence of the fast emerging Interstate 15 and 215 freeways and nestled against the Santa Rosa Plateau, Murrieta affords business the opportunity to take charge of the future, today. New office buildings are in planning, and more than 900 acres of land is destined to become the industrial hub for the region. Murrieta is the place to locate and expand, invest and develop.

A Focused City Government

Murrieta prides itself on its business attitude and true spirit of partnership. From City staff to elected officials, there is a keen appreciation for the investment businesses make in the community.

Focus Murrieta is a city program that brings the best and the brightest to the table. City staff, utility representatives and other officials are brought together to meet with you to discuss your vision, answer your questions and offer solutions to get your project off the ground before you make a major investment.

Whether you are a developer, a site selector, commercial real estate broker, or a business looking for locations or starting to build in Murrieta, Focus Murrieta is the first step in bringing your plans to reality.

A Lifestyle for Today and Tomorrow

Although Murrieta is a young city, incorporated in 1991 and committed to creating a bright future, it is a city with a rich past. The city is vested in retaining its cultural heritage. Historic Downtown Murrieta reflects the respect for tradition and strives to maintain a sense of community long forgotten in many other cities. Simultaneously, the area offers new possibilities to create complimentary uses. Near Town Square project, adjacent area developers are building office buildings, downtown housing, and cultural facilities to compliment the recently completed senior center and police department. A state-of-the-art library and new city hall are currently under development.

Couple this with a wide range of new shopping, dining, and recreational options, a diverse choice in housing, along with a world class educational system and you'll understand why lifestyle means business in Murrieta.



Companies Thrive in Murrieta



"We like the upgrades the City has done to the traditional downtown. The area's quality schools and highly skilled labor force attracted us to Murrieta. There's a large labor pool and a lot of people are employed in places such as Orange County. Given the opportunity they would much rather be working closer to home and their family in Murrieta."

John Waite, • Co-Owner/ Vice President • Rancho Physical Therapy

Rancho Physical Therapy has grown from a small, two-room facility into the largest private physical therapy group in California. Currently, the 204-employee firm has 17 facilities and is constructing their new corporate headquarters in a 31,000-square-foot, class "A" office building in Murrieta's Historic Downtown.



"Everything is here, within driving distance. We have a minor league baseball team just down the road and we have great schools. Good wages and reasonably priced property, translates to happy employees and a great quality of life."

Jim Lewis, • Executive Vice President • American Industrial Manufacturing, A subsidiary of Denso Corp. of Japan

American Industrial Manufacturing (AIMS) has been in Murrieta since 1993. The company occupies 132,000 of industrial space to re-manufacture automotive parts for Toyota, Honda, Mazda, Isuzu, and Lexus. Additionally the company re-builds parts for heavy- equipment manufacturers including John Deere, Caterpillar, and Hino. American Industrial employs 115 employees.

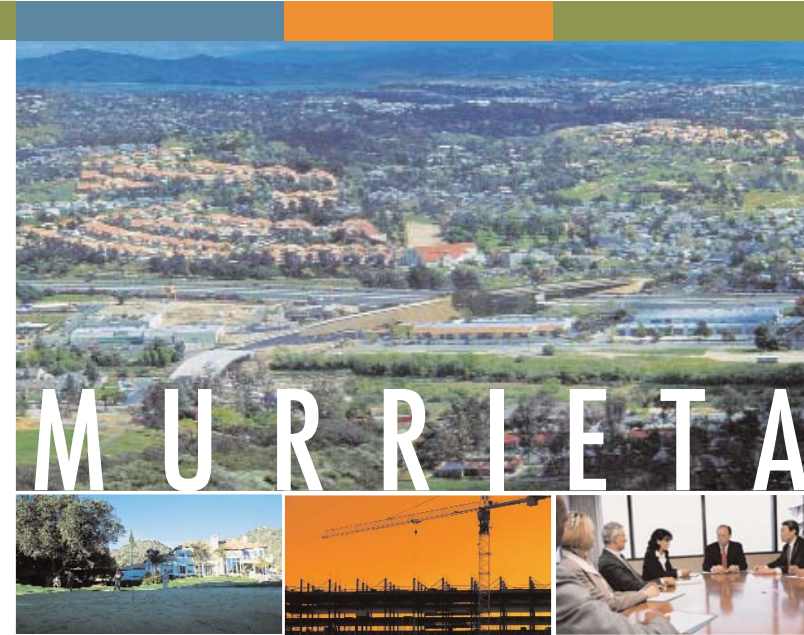


"One of the biggest reasons we chose Murrieta was the welcome we got from the city. They were able to streamline the process to get our aerospace engineering company up and running. Within a week of my initial visit to city hall, the city manager sent a team of development staff to our existing facility in Poway to see our company and review the project. Sometimes it's difficult to explain what we do, but they took the time to listen and understand. We know we can grow the company here."

Mike Gruszczynski, • Chief Executive Officer • Innovative Engineering Solutions

Innovative Engineering Solutions (IES) provides engineering solutions to aerospace clients including Boeing, Raytheon, and Lockheed Martin. The company also provides design expertise to a variety of customers such as medical device manufacturer, Guidant. IES recently received the assignment to test and evaluate Northrop Grumman's Global Hawk, the latest unmanned reconnaissance aircraft.

(951) 304-city
www.murrieta.org



Office and Industrial Development Opportunities in Murrieta, California

Community Profile

Murrieta has more than tripled in population since becoming a city in 1991. This growth has accelerated since the year 2000, and the population has almost doubled over the last five years. Murrieta has one of the highest income levels in the region and spendable income continues to increase. The local trade area (15 miles) includes 386,000 people.

City Facts

Year of incorporation	1991
Square miles	34

Population

Population, 2005	85,100
Population growth, 2000-2005	40,820
Population growth percent, 2000-2005	92%
Median age	34

Housing Prices

Existing median home price, 2005*	\$459,598
New median home price, 2005*	\$483,427
New home sales, 2005	3,630

Apartment Rentals

1 bedroom rental rate, June 2005	\$750-\$1,030
2 & 3 bedroom rental rate, June 2005	\$840-\$1,950

Retail Sales

Taxable sales, 2005 (billions)	\$1.02
Taxable sales growth, 2000-2005 (millions)	\$6.70
Taxable sales growth, 200-2005 percentage	290%
Taxable sales per capita, 2004	\$10,791

Income

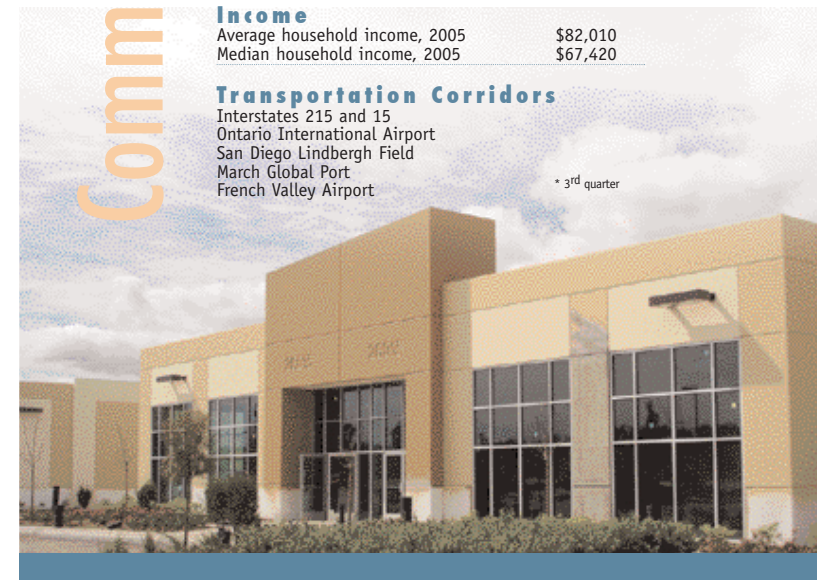
Average household income, 2005	\$82,010
Median household income, 2005	\$67,420

Transportation Corridors

Interstates 215 and 15
Ontario International Airport
San Diego Lindbergh Field
March Global Port
French Valley Airport

* 3rd quarter

Community Profile



Consider these facts

Well-Educated and Diverse Workforce

Educational Attainment Population Age 25+

High School Graduate	24.1%
Some College	33.1%
Associate Degree	08.4%
Bachelor's Degree	14.8%
Graduate/Professional Degrees	06.5%

Workforce

Labor force (civilian) age 16+ 109,460

For-profit workers	70%
Non-profit workers	3.6%
Local government workers	9.0%
State government workers	3.8%
Federal government workers	3.0%
Self-employed workers	10.4%

By Occupation

Management, business & financial	15.2%
Professional & related	18.7%
Service	15.1%
Sales and office	28.7%
Farming, fishing & forestry	.3%
Construction	10.3%
Production & transportation	11.7%

*Statistical Information provided by John Husing, Ph.D., Economics & Politics, Inc., Claritas 2005 and Murrieta-Temecula Labor Force Study

Murrieta Youth Are Prepared to Meet the Future

Murrieta students continue to outperform other areas of the state. The Murrieta Valley School District is comprised of 20,460 students. There are 10 elementary schools, three middle schools and two high schools. Additionally, there are three schools under development.



Distance to Key Cities (miles)

San Diego	60
Los Angeles	90
Palm Springs	70
Riverside	40

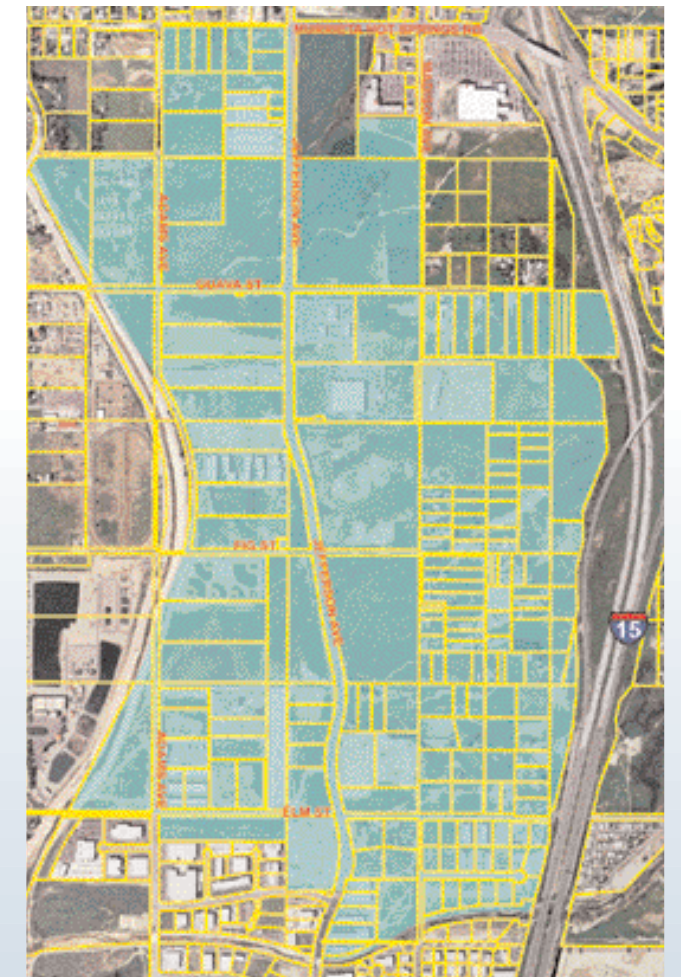
Three Key Development Areas for Your Consideration



The Golden Triangle is a 200+ acre specific-planned area, zoned multi-use, with excellent freeway visibility. It is located north of Murrieta Hot Springs Road between Interstates 215 and 15. Currently under multi-ownership and in a redevelopment area, the City is willing to assist with assembly on a case-by-case basis. This prime piece of property is perfect for a life-style center consisting of office, residential, entertainment, and retail uses.



The Antelope Road Business Corridor consists of 372 acres located along the east side of Interstate 215 on the north end of the City. Currently zoned business park and multi-use, the area is in a proposed redevelopment area.



The Jefferson Avenue Business Corridor offers more than 431 acres of potential development. Zoned general industrial, business park, and multi-use, there is current development occurring in the area, which offers retail showrooms coupled with back office and light-industrial space. A portion of the corridor is in a current redevelopment project area, and more is within a proposed redevelopment area.

Golden Triangle

Antelope Business Corridor

Jefferson Avenue Business Corridor

