



FOR IMMEDIATE RELEASE

Wednesday, June 9, 2010

For additional information, please contact:
Erin Schneider, Marketing Coordinator
Dietrick Group, LLC
610.391.8888 ext. 208
eschneider@dietrickgroup.com

**Dietrick Group Hosts 5th Annual Real Estate Presentation at
Former Mack Trucks, Inc. Building in Allentown**

ALLENTOWN, PA - June 9, 2010 – Dietrick Group, LLC hosted their 5th annual “Real Estate in the Lehigh Valley” presentation on Thursday, June 3rd at the former World Headquarters for Mack Trucks, Inc. and the future home to Lehigh Valley Hospital’s various organizational operations. Dietrick Group hosts an annual real estate presentation that reflects on the Valley’s real estate market activity over the past year, highlighting significant projects, sales and leases, and forecasts future market trends.

Last year’s presentation was held at Emeril’s Chop House in Bethlehem, a flagship restaurant in the new Sands Casino. Dietrick Group likes to choose a venue that is relevant to the Valley’s most anticipated project of the year. This year’s venue focused on the adaptive reuse of one of Allentown’s iconic buildings, bringing 1,000 jobs back to the former Mack Trucks site.

This year’s presentation was entitled, “Reflecting and Forecasting the Future: Which Roads Lead to Recovery?” Event attendees consisted of nearly 200 influential professionals involved in the Lehigh Valley’s real estate market including lenders, attorneys, builders/developers, investors, architects and engineers.

The presentation covered all categories of commercial real estate including industrial, office, retail, residential land development and the Valley’s urban cores: Allentown, Bethlehem and Easton. The program was full of statistics and discussions of significant sales, leases and assorted development projects throughout the Lehigh Valley. A roundtable of local bankers was also presented to detail the current financial climate and loan policies now affecting the region.

Dietrick Group had an overwhelming amount of support this year from its sponsors, without which the presentation could not be possible. Gold Level sponsors included J.G. Petrucci Company, KNBT- Division of National Penn Bank and Fitzpatrick, Lentz and Bubba.

The Dietrick Group, LLC is a Lehigh Valley, PA, based full-service real estate advisory company specializing in commercial appraisal, commercial/residential brokerage and property management. With over fifty years of combined experience and individual memberships in the Appraisal Institute and the CCIM program of the National Association of Realtors®, the Dietrick Group handles the most complex of projects to the simplest of analyses, with all the professionalism, sensitivity and expertise expected from such a regional firm.

###