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FOR IMMEDIATE RELEASE

**HARDING STEEL INC. TO PROVIDE NEW N. WILLIAMS AVENUE MIXED-USE DEVELOPMENT
WITH SPACE-SAVING 'PUZZLE PARKING' SYSTEM**

The Albert is designed by LRS Architects to LEED Silver Certification Standards

Portland, Ore. – March 17, 2011 – Harding Steel Inc., a company that has been manufacturing, installing and servicing world class parking lift systems since 1968, recently signed a contract with Ruben J. Menashe Inc. to install its proprietary CarMatrix® system in a new mixed-use building in North Portland. Ruben J. Menashe, Inc., the General Contractor for the 72-unit project now known as The Albert, broke ground this week.

“The Albert project is transit-oriented, and installing a ‘tuck-under’ system to provide off-street parking for residents will help to prevent crowding neighborhood streets with cars,” said Jack Menashe, President of Ruben J. Menashe, Inc. “This type of system makes very efficient use of available space and saves roughly five thousand dollars per space when compared to traditional costs to dig an underground parking structure.”

The CarMatrix system, as specified for installation at The Albert, will allow 17 cars to be stored in a space that would have otherwise only accommodated six. Cars are parked on “trays” that move up and down and side to side, whereby one car is stored below grade, one car at grade and one car above grade. The system is operated by using a magnetic swipe card, whereby users have the ability to park their own cars. Residents simply swipe the card and their car is made available at ground level with an average wait time of 30 - 40 seconds.

This type of semi-automated system eliminates the need for attended or valet parking operators and is gaining traction nationwide as a cost-effective solution to parking challenges for developers. Moreover, the unique CarMatrix system is custom configured to meet each project’s specific requirements.

“We can customize our parking systems to meet the needs of each project,” said Ryan Myers, Harding Steel’s National Project Manager. “We like to get involved early in the design phase, then work collaboratively with the developer and architect to custom build each system to suit the location and goals of the project.”

The project will be Harding Steel’s third in the Portland area. The company’s first installation in the city was a CarMatrix® system in the LEED Gold certified 20 on Hawthorne building. At the time of The 20’s completion in 2009, the parking system was the largest of its kind in the country with 29 spaces available to residents. In 2010, Harding Steel supplied a valet-assisted system in a new luxury senior living high-rise on Portland’s South Waterfront.

ABOUT HARDING STEEL INC.:

Founded in 1968 by Wayne Harding, Harding Steel maintains company headquarters in Denver, with facilities in New York City, Washington, D.C., and Kearny, NJ. Harding Steel executives have been deeply involved in establishing and growing the parking lift industry since its inception, providing customers with expertise that goes far beyond simple product knowledge. The company currently offers 14 different models of above ground, subterranean, and semi-automated parking systems to real estate developers, auto dealers, property managers, home builders and owners of private residences. Harding Steel's production facilities in North America and Asia serve customers in the United States, Canada, Latin America, Europe and the Middle East. For more information on the company, its products and notable installations, please visit www.hardingsteel.com.

ABOUT RUBEN MENASHE, INC.:

Ruben J. Menashe, Inc. is a second-generation company that has been active in Portland real estate development and construction for almost 50 years. Since its inception in 1962, the Ruben J. Menashe, Inc. name has been synonymous with quality and integrity. Through the years, attention to detail and concern for quality has produced hundreds of satisfied customers. For more information, visit www.rjmenasheinc.com.