FOR IMMEDIATE RELEASE Media Contact:

 Lyons USA

 Penelope Reed/212.279.9000

 Penelope@lequityg.com

 www.lequityg.com

Lyons USA set to make initial investments

Company also seeking private equity funding

New York, NY – June 27, 2016 – Lyons USA, a real estate and private equity firm focused on modular technology and sustainable development, today announced that it has identified a short list of investment targets. Since its launch in 2013, Lyons USA has been researching and reviewing new innovations in modular construction and is currently conducting due diligence on a number of solution providers. Additionally, Lyons USA is seeking private equity funding.

Co-founded by Angus and Penelope Reed (President and Vice President) Lyons USA is focused on accelerating modular building innovation by identifying and funding new technologies, new methodologies or any intellectual property (IP) contributing to the growth of modular, while improving sustainability. Criteria for inclusion include companies that have patented IP, and proven systems or innovations that create efficiency, cost reductions and sustainability.

 Lyons USA is currently conducting due diligence on a number of solution providers including those focused on: modular innovations in the high-rise construction industry--including construction without tower cranes; recycling and reuse of municipal waste streams (such as glass) to create building materials; and high-quality, multi-use floor plate construction.

Angus Reed said: “Modular technology has tremendous benefits for the development industry, yet the execution of these projects is still relatively new. We believe that this is because the core advantages of modular building are not recognized by a large segment of the industry, and we intend to address that by becoming advocates for disruptive technology. Currently we are involved in a large project and hope to prove that a modular approach can save 10-15% in construction costs and the project will be completed 35-40 % faster than if we used conventional building techniques.

Penelope Reed said: “We have seen reduced construction time, and labor costs utilizing modular technology. In addition we are very focused on modular innovations that create sustainable and environmentally-friendly developments, for example through the use of recycled materials.”

Angus and Penelope Reed have deep expertise in sustainable property development and have done a wide variety of projects in their native Australia, from commercial to residential. Mr. Reed is also Managing Director of Acquisitions at Lotus Equity Group LLC, New York where he is responsible for deal origination and opportunity assessment. Today the Reeds are bringing their entrepreneurial drive and development experience to the U.S. Markets.

Some highlights of their expertise are:

* Angus Reed led the development team for The [Hydro Tasmania Consulting building](http://aesmith.com.au/2008/05/05/premier-launches-first-green-star-building-in-tasmania/) the first Tasmanian office building to be awarded Australia’s 5-Star Green Star environmental rating from the Green Building Council of Australia.
* Reed created the vision for, and led the development of, Wyndham Harbour, Victoria’s largest master planned marina community. The project included sustainability initiatives including offsetting the project’s carbon output by engaging in biodiversity restoration which ultimately reduced the development’s water use.
* Reed created the vison for first the [Commuter Ferry in Melbourne](http://www.theage.com.au/victoria/sun-rises-on-melbournes-first-commuter-ferry-20160515-govtx3.html) – a low emissions public transit project. The ferry option was picked up by logistics giant Paul Little.

**About Lyons Capital USA**

Based in New York City, Lyons USA LLC (“Lyons”), is an affiliate of Lyons Australia Pty Ltd, a property development company Angus Reed founded in Melbourne. Founded by veterans of the sustainable real estate development industry the company has a specialized expertise in modular or CEC (closed environment construction) buildings.