



First Industrial to Develop a State-of-the-Art Distribution Center for Pure Fishing, Inc.

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CHICAGO, June 17 /PRNewswire-FirstCall/ -- First Industrial Realty Trust, Inc. (NYSE: FR), a leading provider of industrial real estate supply chain solutions, today announced a build-to-suit agreement with Pure Fishing, Inc., a leading global provider of fishing tackle, lures, rods and reels. Pure Fishing is a subsidiary of Jarden Corporation (NYSE: JAH).

First Industrial will develop a 400,000 square-foot state-of-the-art distribution center in Kansas City, MO that will serve as the North American distribution center for Pure Fishing. The development site is in the Skyport Business Center, which is adjacent to the Kansas City International Airport and minutes from the interchange of Interstates 435 and 29. The facility will be completed in the Fall and will be expandable by 50 percent to meet Pure Fishing's future supply chain needs.

"This new distribution center will help Jarden further integrate these recently-acquired fishing brands into its Outdoor Solutions operations," said Keith Stauber, senior regional director for First Industrial. "By consolidating their distribution network, Pure Fishing will enhance the efficiency of its supply chain by reducing the lead-time required to deliver their products to fishing enthusiasts."

"The Kansas City facility is a strategically significant investment in our operating platform, which will enable us to better serve our customers across North America," said Terry Carlson, CEO of Pure Fishing. "The centralized location of this modern distribution center will ensure better customer service to our retail partners and that our products are in stock when our customers need them."

"We are pleased to develop this flexible distribution center for Pure Fishing with intermodal access to serve its customers," said Craig Patterson, senior development officer for First Industrial.

First Industrial would like to thank Jim Belcher of Hart Corporation, Jerry Fogel of Kessinger/Hunter & Company, and Mark Sonnenberg of Colliers Turley Martin Tucker for their assistance with this transaction.

About First Industrial Realty Trust, Inc.

First Industrial Realty Trust, Inc. (NYSE: FR) provides industrial real estate solutions for every stage of a customer's supply chain, no matter how large or complex. Across more than 30 markets in the United States, Canada, The Netherlands and Belgium, our local market experts buy, (re)develop, lease, manage and sell industrial properties, including all of the major facility types - R&D/flex, light industrial, manufacturing, and regional and bulk distribution centers. We continue to receive leading customer service scores from Kingsley Associates, an independent research firm, and in total, we own, manage and have under development more than 100 million square feet of industrial space. For more information, please visit us at <http://www.firstindustrial.com>.

About Pure Fishing, Inc.

Pure Fishing is a leading global provider of fishing tackle, lures, rods and reels with a portfolio of brands that includes Abu Garcia(R), Berkley(R), Fenwick(R), Gulp!(R), Mitchell(R), Penn(R), Pflueger(R), SevenStrand(R), Shakespeare(R), Spiderwire(R), Stren(R), Trilene(R) and Ugly Stik(R). With operations in 19 countries and a dedicated workforce conversant in 28 languages, Pure Fishing is part of Jarden Outdoor Solutions, a leader in developing outdoor and active lifestyle products and a division of Jarden Corporation (NYSE: JAH). Additional information can be found at <http://www.purefishing.com>.

This press release contains forward-looking information about the Company. A number of factors could cause the Company's actual results to differ materially from those anticipated, including changes in: national, international (including trade volume growth), regional and local economic conditions generally and real estate markets specifically, legislation/regulation (including changes to laws governing the taxation of real estate investment trusts), availability of financing (including both public and private capital), interest rate levels, competition, supply and demand for industrial properties (including land, the supply and demand for which is inherently more volatile than other types of industrial property) in the Company's current and proposed market areas, potential environmental liabilities, slippage in development or lease-up schedules, tenant credit risks, higher-than-expected costs, changes in general accounting principles, policies and guidelines applicable to real estate investment trusts, and risks related to doing business internationally (including foreign currency exchange risks and risks related to integrating international properties and operations). We caution you not to place undue reliance on forward looking statements, which reflect our analysis only and speak only as of the date of this report or the dates indicated in the statements. We assume no obligation to update or supplement forward-looking statements. For further information on these and other factors that could impact the Company and the statements contained herein, reference should be made to the Company's filings with the Securities and Exchange Commission.

SOURCE First Industrial Realty Trust, Inc.

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