



First Industrial Realty Trust Names Brigitte Janos Brozenec Chief Marketing Officer

December 10, 2004

CHICAGO, Dec. 10 /PRNewswire-FirstCall/ -- First Industrial Realty Trust, Inc. (NYSE: FR), the nation's largest provider of diversified industrial real estate, today announced that Brigitte Janos Brozenec has been named chief marketing officer. She will report directly to Michael W. Brennan, president and chief executive officer.

Previously, Ms. Brozenec was vice president, product portfolio, innovation and operations North America for JohnsonDiversey Inc., an SC Johnson company. She also was vice president of marketing for USG Corporation's Worldwide Ceilings division and earlier in her career held senior positions in international sales, marketing, strategy and product development. Ms. Brozenec earned her masters of business administration in marketing from Roosevelt University and her bachelor of arts in psychology from Northeastern Illinois University.

"As we further grow our company, we will benefit from Brigitte's in-depth business-to-business marketing and branding experience," said Mr. Brennan. "In this role, she will help ensure that customers nationwide are aware of First Industrial's strengths in delivering industrial real estate solutions that meet their complex needs. We welcome her to our team."

First Industrial Realty Trust, Inc., the nation's largest provider of diversified industrial real estate, serves every aspect of Corporate America's industrial real estate needs, including customized supply chain solutions, through its unique I-N-D-L operating platform, which utilizes a pure Industrial focus and National scope to provide Diverse facility types, while offering Local, full-service management and expertise. Building, buying, selling, leasing and managing industrial property in major markets nationwide, First Industrial develops long term relationships with corporate real estate directors, tenants and brokers to better serve customers with creative, flexible industrial real estate solutions.

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: economic conditions generally and the real estate market specifically, legislative/regulatory changes (including changes to laws governing the taxation of real estate investment trusts), availability of financing, interest rate levels, competition, supply and demand for industrial properties 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 and changes in general accounting principles, policies and guidelines applicable to real estate investment trusts. 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.

-0- 12/10/2004

/CONTACT: Sean P. O'Neill, SVP, Investor Relations and Corporate Communications, +1-312-344-4401, or Mike Daly, Director, Investor Relations and Corporate Communications, +1-312-344-4320, both of First Industrial Realty Trust, Inc./
(FR)

CO: First Industrial Realty Trust, Inc.

ST: Illinois

IN: RLT FIN

SU: PER

CF-LA

-- CLF045 --

9214 12/10/2004 13:10 EST <http://www.prnewswire.com>