



US MAXI

COLLABORATION. EXECUTION. ACHIEVEMENT.

FINALISTS HOLLYWOOD, CA

2011 U.S. MAXI AWARD FINALISTS

The International Council of Shopping Centers announce the 2011 U.S. MAXI Award Finalists. A panel of judges, made up of industry professionals from all over the U.S., met in Atlanta, GA to decide on the finalists. After deliberating, they've selected the following campaigns to compete for the Gold and Silver MAXI Awards.

ICSC's MAXI Awards set the standard of excellence for marketing in the retail real estate industry. This year's entries were of the highest caliber and exemplify **collaboration, execution** and **achievement** despite a staggering economy and tight budgets. It is with pleasure that we honor these campaigns.

Congratulations to all the finalists of the 2011 U.S. MAXI Awards!



This year's MAXI Awards Ceremony will be held on Thursday, March 31, 2011 at the Renaissance Hollywood Hotel & Spa in Hollywood, CA. In order to attend the awards ceremony, you must be registered for ICSC's annual Fusion Conference to be held March 29-31, 2011 at the Renaissance Hollywood Hotel & Spa. Only paid registrants will receive admission tickets.

Visit www.icsc.org/2011FC to register.



UNITED STATES SHOPPING CENTER AWARDS

2011 U.S. MAXI AWARD FINALISTS

CAUSE RELATED MARKETING

CENTERS WITH LESS THAN 199,999 SQ. FT. OF TOTAL RETAIL SPACE

Let's Move on Down the Row

The Shops at Boardwalk
Kansas City, Missouri

Owner/Management Company: Inland Western Retail Real Estate Trust, Inc.

CENTERS WITH 200,000 - 499,999 SQ. FT. OF RETAIL SPACE

Let's Move! at the Back-to-School Bash

Midtown Center
Milwaukee, Wisconsin

Owner: Inland Western Retail Real Estate Trust, Inc.
Management Company: Inland US Management LLC

Le Chocolate Feast benefitting My Possibilities

The Shops at Legacy
Plano, Texas

Owner/Management Company: Inland Western Retail Real Estate Trust, Inc.

CENTERS WITH LESS THAN 500,000 - 749,999 SQ. FT. OF RETAIL SPACE

5K Race to Save a Life

Temple Mall
Temple, Texas

Owner/Management Company: Coyote Management, L.P.

Taste of Stones River

The Avenue at Murfreesboro
Murfreesboro, Tennessee

Owner: Cousins Properties Incorporated/Faison Enterprises
Management Company: Cousins Properties Incorporated

Wareham Crossing Braveheart Awards Celebration

Wareham Crossing
Wareham, Massachusetts

Owner/Management Company: WS Development

CENTERS WITH 750,000 - 999,999 SQ. FT. OF TOTAL RETAIL SPACE

School Spirit

Boulevard Mall
Amherst, New York

Owner: Forest City Enterprises

Management Company: Forest City Commercial Management

2011 U.S. MAXI AWARD FINALISTS

Eat, Drink & Think Pink

Southpark Meadows
Austin, Texas

Owner: Inland Western Retail Real Estate Trust, Inc.
Management Company: Inland Southwest Management

CENTERS OVER 1,000,000 SQ. FT.

Giving Children Hope

Buena Park Downtown
Buena Park, California

Owner: Developers Diversified Realty
Management: Developers Diversified Realty/Covertly

Niles Teen Center

Golf Mill Shopping Center
Niles, Illinois

Owner: Milwaukee Golf Management, LLC
Management: Milwaukee Golf Development

PLAZA STUDIOS

Plaza Las Americas
San Juan, Puerto Rico

Owner/Management Company: Plaza Las Americas, Inc.

Design A Barricade Contest

The Village at Fairview
Fairview, Texas

Owner: Herring Coyote Property Group
Management Company: The MGHerring Group

COMPANY

The Pink Promise

General Growth Properties
Chicago, Illinois

Sensitive Santa

Glimcher Company
Columbus, Ohio

Celebrating the Earth

CBL & Associates Properties, Inc.
Chattanooga, Tennessee

JOINT CENTERS

Back in the Swing of Retail Therapy

Developers Diversified Realty and Forest City Enterprises
Various Cities

2011 U.S. MAXI AWARD FINALISTS

PUBLIC RELATIONS

CENTERS WITH 500,000 - 749,000 SQ. FT. OF TOTAL RETAIL SPACE

PR Drives Explosive Buzz for Santa Monica Place

Santa Monica Place
Santa Monica, California
Owner/Management Company: Macerich

The Gateway - "The Center of It All"

The Gateway
Salt Lake City, Utah
Owner: Inland Western Retail Real Estate Trust, Inc.
Management Company: Inland Southwest Management LLC

CENTERS WITH 750,000 - 999,999 SQ. FT. OF TOTAL RETAIL SPACE

Gowns 4 Proms

Boulevard Mall
Amherst, New York
Owner: Forest City Commercial Management
Management Company: Forest City Enterprises

CENTERS OVER 1,000,000 SQ. FT.

Plaza Las Americas' Walking Closet

Plaza Las Americas
San Juan, Puerto Rico
Owner/Management Company: Plaza Las Americas, Inc.

It's My Mall

The Galleria at Roseville
Roseville, California
Owner/Management Company: Westfield Group

2011 U.S. MAXI AWARD FINALISTS

TRADITIONAL MEDIA

COMPANY

Centros Isla Rebrand

Developers Diversified Realty
Cleveland, Ohio

JOINT CENTERS

Coopetition: A Creative Strategy

General Growth Properties
Las Vegas, Nevada

DIGITAL MEDIA

CENTERS WITH LESS THAN 199,999 SQ. FT. OF TOTAL RETAIL SPACE

In Room Video & Directory Development

The Shoppes at Mandalay Place
Las Vegas, Nevada

Owner: MGM Resorts International
Management Company: Mandalay Place

CENTERS WITH 500,000 - 749,000 SQ. FT. OF TOTAL RETAIL SPACE

Writing New Chapters in Facebook

Everett Mall
Everett, Washington

Owner/Management Company: Steadfast Companies

HIP's 12 Tweets of Christmas

Harlem Irving Plaza
Norridge, Illinois

Owner/Management Company: Harlem Irving Companies

The Ultimate Wedding Giveaway

The Gateway
Salt Lake City, Utah

Owner/Management Company: Inland Western Retail Real Estate Trust, Inc.

Leveraging Digital Media in Marketing

The Grove
Los Angeles, California

Owner/Management Company: Caruso Affiliated

2011 U.S. MAXI AWARD FINALISTS

COMPANY

PREIT Malls Holiday 09 Website

Pennsylvania Real Estate Investment Trust
Philadelphia, Pennsylvania

Style Goes Interactive

Macerich
Santa Monica, California

Isla Flash

Developers Diversified Realty
Cleveland, Ohio

Shop Til You Rock

General Growth Properties
Chicago, Illinois

JOINT CENTERS

Club Estrellas - Connecting San Antonio to Mexico

North Star and The Shops at La Cantera
San Antonio, Texas
Management Company: General Growth Properties

Project: Style

Forest City Enterprises
Various Cities

MIXED-USE

Birkdale Village Flash Mob

Birkdale Village
Huntersville, North Carolina
Owner/Management Company: Developers Diversified Realty

SALES PROMOTIONS & EVENTS

CENTERS WITH LESS THAN 199,999 SQ. FT. OF TOTAL RETAIL SPACE

Eddy Street Commons Kick-Off Concert

Eddy Street Commons at Notre Dame
South Bend, Indiana

Owner/Management Company: Kite Realty Group

2011 U.S. MAXI AWARD FINALISTS

CENTERS WITH 200,000 - 499,999 SQ. FT. OF TOTAL RETAIL SPACE

25 on the 25th

Deer Park Town Center
Deer Park, Illinois

Owner/Management Company: Developers Diversified Realty

Shop Tax-Free: 900 Styles. Zero Taxes.

The 900 Shops
Chicago, Illinois

Owner/Management Company: JMB Financial Advisors, LLC

CENTERS WITH 750,000 - 999,999 SQ. FT. OF TOTAL RETAIL SPACE

Better Than Tax Free

Pinnacle Hills Promenade
Rogers, Arkansas

Owner/Management Company: General Growth Properties

CENTERS OVER 1,000,000 SQ. FT.

Forever 21 Debuts at Fashion Show

Fashion Show
Las Vegas, Nevada

Owner/Management Company: General Growth Properties

Fayette Mall Welcomes the World

Fayette Mall
Lexington, Kentucky

Owner/Management Company: CBL & Associates Properties, Inc.

Christmas Criers

Galleria at Sunset
Henderson, Nevada

Owner/Management Company: Forest City Enterprises

King of Prussia Mall Fashion's Night Out 2010

King of Prussia
King of Prussia, Pennsylvania

Owner/Management Company: King of Prussia Associates

COMPANY

PREIT Malls: Shop for Style, We'll Supply the Rest

Pennsylvania Real Estate Investment Trust
Philadelphia, Pennsylvania

Shop Til You Rock

General Growth Properties
Chicago, Illinois

2011 U.S. MAXI AWARD FINALISTS

JOINT CENTERS

Wine Walk Event

The Village at Fairview
Fairview, Texas

Management Company: Herring Coyote Property Group, LLC

MIXED-USE

Street Feast

The Americana at Brand
Glendale, California

Owner/Management Company: Caruso Affiliated

The Return of the Kansas City Museum's Igloo

Zona Rosa
Kansas City, Missouri

Owner/Management Company: Mall Properties, Inc.

GRAND OPENING, EXPANSION & RENOVATION

CENTERS WITH 5000,000 - 749,999 SQ. FT. OF TOTAL RETAIL SPACE

A Smash-Hit Opening for New Santa Monica Place

Santa Monica Place
Santa Monica, California

Owner/Management Company: Macerich

CENTERS OVER 1,000,000 SQ. FT.

New Nordstrom. New Stores. New Excuses to Shop.

Los Cerritos Center
Cerritos, California

Owner/Management Company: Macerich

MIXED-USE

Food. Fashion. Mojo.

The Village at Gulfstream Park
Hallandale Beach, Florida

Owner: Forest City Enterprises
Management Company: Forest City Enterprises & MID

2011 U.S. MAXI AWARD FINALISTS

BUSINESS-TO-BUSINESS

CENTERS WITH 200,000 - 499,999 SQ. FT. OF TOTAL RETAIL SPACE

From Facebook to Storefront

Watters Creek at Montgomery Farm
Allen, Texas

Owner: Coventry II/Developers Diversified Realty

CENTERS WITH 500,000 - 749,999 SQ. FT. OF TOTAL RETAIL SPACE

The Gateway is Pretty Flippin' Great

The Gateway
Salt Lake City, Utah

Owner: Inland US Management LLC
Management Company: Inland Western Retail Real Estate Trust, Inc.

CENTERS OVER 1,000,000 SQ. FT.

American Girl Goes to Washington, DC

Tysons Corner Center
McLean, Virginia

Owner: Macerich
Management Company: Macerich and Alaska Permanent Fund

Race for the Cure Runs to Yorktown Center

Yorktown Center
Lombard, Illinois

Owner: Yorktown Joint Venture, LLC
Management Company: Jones Lang LaSalle

COMPANY

Now is NOT the time for...

NewMark Merrill Companies
Woodland Hills, California

JOINT CENTERS

Avenue At Risk Retailers Benefit from B2B Strategy

Cousins Properties Incorporated
Various Cities

MIXED-USE

Southlake Town Square and City Branding Southlake

Southlake Town Square
Southlake, Texas

Owner: Inland Western Retail
Management Company: Inland Southwest Management Company

2011 U.S. MAXI AWARD FINALISTS

ALTERNATIVE REVENUE

CENTERS WITH 750,000 - 999,999 SQ. FT. OF TOTAL RETAIL SPACE

Transformation to a Community Destination

ShoppingTown Mall
Dewitt, New York

Owner/Management Company: Macerich

MIXED-USE

The Art of Can

Galleria Dallas
Dallas, Texas

Owner: Simon Property Group

Management Company: Institutional Investors

INTER-DISCIPLINARY CAMPAIGNS

CENTERS WITH 200,000 - 499,999 SQ. FT. OF TOTAL RETAIL SPACE

Waste Diversion at The Shoppes at Arbor Lakes

The Shoppes at Arbor Lakes
Maple Grove, Minnesota

Owner: Cousins Properties, Inc.

Management Company: Prudential Real Estate Investors

CENTERS OVER 1,000,000 SQ. FT.

Ends of the Earth: From Polar Bears to Penguins

Galleria at Sunset
Henderson, Nevada

Owner/Management Company: Forest City Enterprises

COMPANY

KISS Theatre Company at Wyoming Valley Mall

Pennsylvania Real Estate Trust
Philadelphia, Pennsylvania

Inland Western Impact

Inland Western Retail Real Estate Trust, Inc.
Oak Brook, Illinois

JOINT CENTERS

I.O. Metro Debuts in Georgia

The Avenue Forsyth, The Avenue Webb Gin and The Avenue West Cobb
Georgia

Management Company: Cousins Properties Incorporated

2011 U.S. MAXI AWARD FINALISTS

VISUAL MERCHANDISING

TEMPORARY KIOSKS

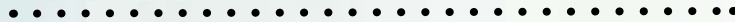
Shop Etc. Gift Card Self Serve Kiosk

Mall of Louisiana
Baton Rouge, Louisiana
Company: General Growth Properties

ENHANCEMENTS TO THE COMMON AREA

The Yorktown Express Shifts Visual Gears

Yorktown Center
Lombard, Illinois
Company: Jones Lang LaSalle



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