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**Punta Carretas Shopping Center Wins
LATIN AMERICA
ICSC Foundation Community Support Award**

(New York; October 27, 2009) The International Council of Shopping Centers (ICSC) Foundation is pleased to announce that Punta Carretas Shopping Center of Uruguay has been named the 2009 Latin America Community Support winner for their Fundación Teletón campaign. Valerie J. Cammiso, Executive Director of the ICSC congratulated Mr. Mario Jorge Garbarino, president of Punta Carretas for their outstanding achievement. The award was presented during the grand opening of RECon Latin America, the global meeting point for the Latin America Shopping Center Industry.

The Foundation's Community Support Award program established in 2006 is a worldwide awards program that honors corporate social responsibility and community outreach efforts of shopping centers for charitable initiatives that enhance the communities the retail real estate industry and its projects serve.

Punta Carretas Shopping Center's success was due in part to their five major pillars in the campaign, and thanks to the efforts of the shopping mall's shop assistants, tenants, administrative staff and shareholders. For the Teletón Foundation the tangible benefit has been raising USD \$82,674.00, the *greatest contribution ever received by the organization from a business enterprise*. Yet the benefit went beyond mere economic considerations. Indeed, the contributions received have enabled the Foundation to provide specialized care to 2,400 children at the Teletón Centre.

The goal was to encourage people to visit the shopping mall with any money they spent having a favorable impact on the cause at no extra cost for them. Shop assistants and administrative staff donated their time to the cause, working tirelessly to reach their goal.

As the winner of the Foundation's Latin America Community Support Award, Punta Carretas Shopping Center will be eligible for the Foundation's 2010 Albert Sussman International Community Support Award, which honors the best-of-the-best community support program worldwide. In addition, their partnering charity will share the \$5,000 donation to support their philanthropic causes.

The ICSC Foundation promotes and rewards community support efforts and provides undergraduate, graduate-level and retail real estate practitioner's educational scholarships. The Community Support Award program is designed to recognize exceptional contributions by shopping centers or shopping center companies within their communities. Established in 1988, the ICSC Foundation is the non-profit public charity of the International Council of Shopping Centers, Inc. (ICSC).

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 60,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academic and public officials.

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