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**FOR IMMEDIATE RELEASE**

Enhance your **Net Operating Income**  
*Introducing the ICSC NOI+ Conference*

**NEW YORK, February 22, 2012**– Similar to fashion trends, technology, and people themselves, the retail real estate industry is ever changing. Over the past three years, the shopping center industry has experienced a shift in focus from development and redevelopment, to increasing net operating income at existing properties with revenue generation techniques. In an effort to keep up with these alterations, the International Council of Shopping Centers (ICSC) is introducing the NOI+ Conference. Spanning the course of two days, the conference will focus on educating ICSC members on asset management priorities and maximizing Net Operating Income at their retail properties. Occurring September 5-6, 2012 at the Peabody Orlando in Orlando, Florida, the NOI+ Conference is sure to be just what retail real estate professionals need to stay ahead of the shifting industry.

“Staying up to speed with the changes in our industry is imperative to help keep our shopping centers vibrant and productive,” said Michael P. Kercheval, president and CEO of ICSC. “I believe that this new addition to our slate of conferences will adhere to the current needs of the shopping center industry, and furthermore, will help nurture and perpetuate its success.”

Featuring a concise and interactive format, the NOI+ conference will include workshops, concurrent and general sessions, a networking lounge, reception, and roundtables. Discussions at the conference will primarily focus on innovative and practical educational content that will provide attendees with the tools, resources, ideas, and network to increase efficiencies, add revenue, and create relevant and successful retail destinations. Additionally, industry professionals will be exposed to several ways in which they can maximize their net operating income for their retail properties through such categories as revenue generation, operations efficiencies, and return on investment modeling.

The conference is set to attract a vast amount of industry professionals including those involved in Specialty Leasing, Asset Management, Operations, Property Management, Marketing, and Leasing. The U.S. MAXI Awards will also be presented at the conference and will recognize “best in class” projects.

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 55,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. As the global industry trade association, ICSC

links with more than 25 national and regional shopping center councils throughout the world. For more information, visit [www.icsc.org](http://www.icsc.org).

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