

2009 MAXI WINNERS

*The 2009 MAXI Gold winners will be featured in the MAY issue of SCT
and all the MAXI Gold, MAXI Silver and Finalist entries will be available for viewing
on ICSC's new online gallery starting May 2009*

COMMUNITY RELATIONS

Centers with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space

MAXI Silver

Bravo Filipino: A Tribute To Filipino's Creativity And Ingenuity
Greenbelt
Makati, Philippines

Owned/Managed by: Ayala Land, Inc.

Centers with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space

MAXI Silver

Festival Angels
Halifax Shopping Centre
Halifax, Nova Scotia, Canada

Owned by: Ontario Pension Board
Managed by: 20 Vic Management, Inc.

MAXI Silver

Youth Asset Network 'Positive Interactions'
Lougheed Town Centre
Burnaby, British Columbia, Canada

Owned by: Ontario Pension Board
Managed by: 20 Vic Management, Inc.

MAXI Silver

'Load the Lockers'
Woodgrove Centre
Nanaimo, British Columbia, Canada

Owned/Managed by: Ivanhoe Cambridge

Centers with 750,000 - 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space

MAXI Silver

'Safe Surf'
Southcentre Mall
Calgary, Alberta, Canada

Owned/Managed by: Ivanhoe Cambridge

MAXI Silver

Queens Center Has Heart
Queens Center
Elmhurst, New York, USA

Owned/Managed by: Macerich

MAXI Gold

6 Million+
Brent Cross
London, United Kingdom

Owned/Managed by: Hammerson Management Services

Centers with 1,000,000 - 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space

MAXI Silver

Canal Walk Foundation
Canal Walk Shopping Centre
Canal Walk, Century City, South Africa

Owned by: Hyprop Pty Ltd. And Ellerine Bros
Managed by: Canal Walk Manco

MAXI Silver

Go Green, It's Easy!
Cherry Hill Mall
Cherry Hill Mall, New Jersey, USA

Owned/Managed by: Pennsylvania Real Estate Investment Trust

MAXI Gold

Museum of The Factory
Manufaktura
Lodz, Poland

Owned by: Manufaktura Ltd.
Managed by: Apsys Management

MAXI Gold

'Experience the Wonder'
Toronto Eaton Centre
Toronto, Ontario, Canada

Owned/Managed by: Cadillac Fairview Corporation Limited

Centers with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space

MAXI Silver

Heritage Arts Festival
Gateway Theatre of Shopping
Durban, South Africa

Owned/Managed by: Old Mutual Investment Group Property Investments

Company

MAXI Silver

Save It with Centro
Centro Properties Group
Glen Waverley, Melbourne, Australia

MAXI Silver

Be Eco Chic Earth Day Celebration
Forest City Enterprises
Cleveland, Ohio United States

Joint Centers

MAXI Silver

The Link Fun Academy
Link Shopping Centres
Hong Kong

Owned/Managed by: The Link Management Ltd.

MAXI Silver

Building the Future with Habitat for Humanity
Regency Square Mall, West Oaks Mall, Lakeland Square Mall and Festival Bay Mall
Florida, USA

Owned/Managed by: General Growth Properties, Inc.

MAXI Gold

Green To The Core
Calgary Eaton Centre/TD Square
Calgary, Alberta Canada

Managed by: 20 Vic Management, Inc.

PUBLIC RELATIONS

Centers with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space

MAXI Silver

'Fashion Features' at Hempstead Valley
Hempstead Valley
Gillingham, Other, United Kingdom

Owned by: BS & BA Pension Funds

Managed by: DTZ

MAXI Silver

Love My Planet
The Montreal Eaton Centre
Montreal, Quebec, Canada

Owned/Managed by: Ivanhoe Cambridge

MAXI Gold

From Plastic to Hope
The Montreal Eaton Centre
Montreal, Quebec, Canada

Centers with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space

MAXI Silver

Green& a color that never goes out of style
Centre Les Rivières
Trois-Rivières, Quebec, Canada

Owned/Managed by: Ivanhoe Cambridge

MAXI Silver

Demolition Day at Santa Monica Place
Santa Monica Place
Santa Monica, California, USA

Owned/Managed by: Macerich

MAXI Gold

The Faces Of A New Generation
Westpoint
Blacktown, Sydney Australia

Owned/Managed by: Queensland Investment Corporation

Centers with 750,000 - 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space

MAXI Silver

PRIMP MY STROLLER
Upper Canada Mall
Newmarket, Ontario, Canada

Owned/Managed by: Ivanhoe Cambridge

MAXI Silver

A New Westside Story
Westside Pavilion
Los Angeles, California, USA

Owned/Managed by: Macerich

Centers with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space

MAXI Silver

All Roads Lead To Chadstone
Chadstone
Chadstone, Australia

Owned/Managed by: Colonial First State Property Management

MAXI Silver

40 Years growing up with Puerto Rico
Plaza Las Américas
San Juan, Puerto Rico, USA

Owned/Managed by: Plaza Las Americas, Inc.

Company

MAXI Silver

Britto Tours America
Developers Diversified Realty
Beachwood, Ohio, USA

MAXI Silver

Consuming Passions
AMP Capital Shopping Centres
Sydney, Australia

MAXI Gold

UR Votes Count
General Growth Properties, Inc.
Chicago, Illinois USA

Joint Centers

MAXI Silver

What Women Want

Biltmore Fashion Park, The Oaks Mall, Tyson's Corner Center, Shops at Northbridge
USA

Owned/Managed by: Macerich

MAXI Silver

Teen Life of Style Crew

Stonewood Center, Los Cerritos Center, Lakewood Center
California, USA

Owned/Managed by: Macerich

Mixed-Use

MAXI Silver

Town Square Las Vegas Opening and Beyond

Town Square Las Vegas

Las Vegas, Nevada, USA

Owned/Managed by: Turnberry Associates

MAXI Silver

Woofstock

Zona Rosa

Kansas City, Missouri, USA

Owned/Managed by: Steiner + Associates

ADVERTISING

Centers with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space

MAXI Silver

Design Weeks
Bruuns Galleri
Århus C, Denmark

Owned/Managed by: Steen & Strøm

Centers with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space

MAXI Silver

Have You Heard?
Mapleview Shopping Centre
Burlington, Ontario, Canada

Owned/Managed by: Ivanhoe Cambridge

MAXI Silver

New Generation
Westpoint
Blacktown, Australia

Owned/Managed by: Queensland Investment Corp.

Centers with 750,000 – 999,999 sq. ft.(69,675-92,899 sq.m) of total retail space

MAXI Silver

What Are You Shopping For?
Coquitlam Centre
Coquitlam, British Columbia, Canada

Owned by: Pensionfund Realty Limited
Managed by: Morguard Investments Limited

MAXI Silver

Life Less Ordinary... Sherway Gardens
Sherway Gardens
Toronto, Ontario, Canada

Owned/Managed by: Cadillac Fairview Corporation Limited

Centers with 1,000,000 - 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space

MAXI Silver

Great Stuff. Fantastic Place.
Ibn Battuta Mall
Dubai, United Arab Emirates

Owned/Managed by: Nakheel Retail Shopping Malls

MAXI Silver

Our Little People
VivoCity
Singapore, Singapore

Owned by: Mapletree Investments Pte, Ltd.
Managed by: CapitaLand Retail Limited

MAXI Gold

LAURIER's IMAGE Campaign
LAURIER
Québec, Quebec, Canada

Owned/Managed by: Ivanhoe Cambridge

Centers with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space

MAXI Silver

Our Neighborhoods
King of Prussia
King of Prussia, Pennsylvania, USA

Owned by: King of Prussia Associates
Managed by: Kravco Simon Company

MAXI Silver

Yorkdale: A Whole New Look
Yorkdale Shopping Centre
Toronto, Ontario, Canada

Owned by: Yorkdale Shopping Centre
Managed by: Oxford Properties Group

Company

MAXI Silver

Just Around the Corner
Developers Diversified Realty
Beachwood, Ohio, USA

MAXI Silver

WORDS
Developers Diversified Realty
Beachwood, Ohio USA

MAXI Gold

Treat Yourself
CBL & Associates Properties, Inc.
Chattanooga, Tennessee USA

Joint Centers

MAXI Silver

Passion For Fashion / The Montreal Fashion Centres
Carrefour Laval
Laval, Quebec Canada

Owned/Managed by: The Cadillac Fairview Corporation

MAXI Silver

Love to Shop? Share the Love. Shoptopia
Short Pump Town Centre
Richmond, VA USA

Owned/Managed by: Forest City Enterprises

Mixed-Use

MAXI Silver

Dare to live downtown at Centropolis
Centropolis
Laval, Quebec, Canada

Owned/Managed by: Ivanhoe Cambridge

MAXI Gold

YOUR SPACE
Edmonton City Centre
Edmonton, Alberta, Canada

Owned/Managed by: Oxford Properties Group

SALES PROMOTIONS AND EVENTS

Centers with less than 199,000 sq. ft. (18,580 sq. m) of total retail space

MAXI Silver

Domoteka Design Night
Domoteka
Warsaw, Poland

Owned/Managed by: Inter IKEA Centre Polska

Centers with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space

MAXI Silver

Lucky Receipts
Janki
Janki - Warsaw, Poland

Owned by: GE, TAIMA INV., CONFORAMA, CINEMA CITY

Managed by: Apsys Polska

MAXI Silver

A City in Focus
The Montreal Eaton Centre
Montreal, Quebec, Canada

Owned/Managed by: Ivanhoe Cambridge

Centers with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space

MAXI Silver

Your Passport to a HIP Trip
Harlem Irving Plaza
Norridge, Illinois, USA

Owned/Managed by: Harlem Irving Companies

MAXI Silver

Paseo Colorado's 2007 'Dancing Under the Stars'
Paseo Colorado
Pasadena, California, USA

Owned/Managed by: Developers Diversified Realty

MAXI Gold

get_geeky.com
Centre Les Rivières
Trois-Rivières, Quebec, Canada

Owned/Managed by: Ivanhoe Cambridge

Centers with 750,000 - 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space

MAXI Silver

“2008 TAIPEI 101 Spring Fashion Festival”
TAIPEI 101 Mall
TAIPEI, Taiwan

Owned/Managed by: TAIPEI Financial Center Corporate

MAXI Silver

nothing2wear
Sunridge Mall
Calgary, Alberta, Canada

Owned/Managed by: Ivanhoe Cambridge

MAXI Gold

My Teen Lounge
Upper Canada Mall
Newmarket, Ontario, Canada

Owned/Managed by: Ivanhoe Cambridge

Centers with 1,000,000 - 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space

MAXI Silver

Make a Fashion Pit Stop
Deira City Centre
Dubai, United Arab Emirates

Owned/Managed by: MAF Properties

MAXI Silver

FISHING WITH SANTA
Vaughan Mills
Vaughan, Ontario, Canada

Owned/Managed by: Ivanhoe Cambridge

MAXI Gold

CentrO Fashion Tower
CentrO Oberhausen
Oberhausen, Germany

Owned/Managed by: Stadium Ltd.

Centers with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space

MAXI Silver

Chadstone Fashion Capsule
Chadstone
Chadstone, Australia

Owned by: CFS Retail Property Trust and the Gandel Group
Managed by: Colonial First State Property Management

MAXI Silver

Imagine Gateway - Launch
Gateway Theatre of Shopping
Durban, South Africa

Owned/Managed by: Old Mutual Investment Group Property Investments

Company

MAXI Silver

Treat Yourself to Shop!
Cadillac Fairview Corporation Limited
Toronto, Ontario Canada

MAXI Silver

ISLA Island
Developers Diversified Realty
Beachwood, Ohio, USA

Joint Centers

MAXI Silver

30 Days of Fashion & Beauty
Colonial First State Property Management Shopping Centres
Australia

Owned/Managed by: Colonial First State Property Management

MAXI Silver

PREIT Malls' Back to School Combination Game
PREIT Malls
USA

Owned/Managed by: Pennsylvania Real Estate Investment Trust

Mixed-Use

MAXI Silver

World Choral Festival at Centropolis
Centropolis
Laval, Quebec, Canada

Owned/Managed by: Ivanhoe Cambridge

MAXI Silver

Clothes Friends
First Canadian Place
Toronto, Ontario, Canada

Owned by: First Place Tower Brookfield Property Inc.
Managed by: Brookfield Properties (PI) Inc.

GRAND OPENING, EXPANSION & RENOVATION

Centers with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space

MAXI Silver

Expansion Montevideo Shopping
Montevideo Shopping
Montevideo, Uruguay

Owned by: Group of Stockholders
Managed by: Estudio Luis E. Lecueder

MAXI Silver

The Crescent - Horse Advertising
The Crescent
Phuthaditjaba, South Africa

Owned by: The Ideas Fund
Managed by: Herman's & Roman

MAXI Gold

Grand Opening Bryggen
Bryggen
Vejle, Denmark

Owned/Managed by: Steen & Strøm Danmark AS

Centers with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space

MAXI Silver

An enchanting redevelopment
Forest Hill Chase Shopping Centre
Forest Hill, Victoria, Australia

Owned by: CFS Retail Property Trust
Managed by: Colonial First State Property Management

MAXI Silver

MCC -Grand Opening / Expansion & Renovation
Muscat City Centre
Muscat, OMAN

Owned by: Majid Al Futaim Group
Managed by: Majid Al Futaim Properties

MAXI Gold

Magnolia Park - the campaign with a human voice
Magnolia Park
Wroclaw, Poland

Owned/Managed by: REDiS

Centers with 750,000 - 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space

MAXI Silver

IstinyePark Grand Opening
IstinyePark
Istanbul, Turkey

Owned by: Orjin Group and Dogus Group
Managed by: Istinye Yonetim Hizmetleri ve Ticaret A.S.

MAXI Gold

Breaking The Ice
Upper Canada Mall
Newmarket, Ontario, Canada

Owned/Managed by: Ivanhoe Cambridge

Centers with 1,000,000 - 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space

MAXI Silver

Come Out and Play
Lehigh Valley Mall
Whitehall, Pennsylvania, USA

Owned by: Lehigh Valley Associates
Managed by: Kravco Simon Company

BUSINESS TO BUSINESS (B2B)

Centers with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space

MAXI Silver

ION Orchard - Where It All Comes Together
ION Orchard
Singapore, Singapore

Owned by: CapitaLand and Sun Hung Kai Properties
Managed by: Orchard Turn Retail Investment Pte Ltd.

MAXI Silver

'Let's Get Moving' Paseo Colorado Rideshare Program
Paseo Colorado
Pasadena, California, USA

Owned/Managed by: Developers Diversified Realty

MAXI Gold

The Holt Renfrew Connection
Place Ste-Foy
Quebec, Quebec, Canada

Owned by: Ivanhoe Cambridge Inc. and CRI
Managed by: Ivanhoe Cambridge Inc.

Centers with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space

MAXI Silver

Countdown to Opening
The Dubai Mall
Dubai, United Arab Emirates

Owned by: Emaar Malls Group PJSC
Managed by: Emaar Malls Group LLC

Company

MAXI Silver

DLC's Interactive Leasing Portfolio
DLC Management
Tarrytown, New York USA

MAXI Silver

Marketing & Leasing Working Together!
Ivanhoe Cambridge
Toronto, Ontario, Canada

ALTERNATIVE REVENUE

Centers with 200,000 - 499,999 sq. ft. (18,580- 46,449 sq. m) of total retail space

MAXI Silver

Terra-cotta Army
Silesia City Center
Katowice, Poland

Owned by: Nowe Centrum Sp z.o.o. (Immoeast)
Managed by: SCC Management

Centers with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space

MAXI Silver

Festival Centre: That's Entertainment!
Festival Centre
Dubai, United Arab Emirates

Owned by: Al-Futtaim Group
Managed by: Dubai Festival City

Company

MAXI Silver

Developers Diversified Realty's Bundling Project
Developers Diversified Realty
Beachwood, Ohio USA

MAXI Silver

IWEST SIDE STORY
Inland Western Retail Real Estate Trust, Inc.
Oakbrook, Illinois, USA

Mixed-Use

MAXI Gold

Cirque du Soleil at CentrO
CentrO Oberhausen
Oberhausen, Germany

Owned by: Stadium Ltd.
Managed by: CentrO Management GmbH

CATEGORY INTEGRATION

Centers with 500,000 - 749,999 sq. ft. (46,450 - 69,674 sq. m) of total retail space

MAXI Silver

Pasadena Jazz Institute 'Music to Our Ears'
Paseo Colorado
Pasadena, California, USA

Owned/Managed by: Developers Diversified Realty

Centers with 750,000 - 999,999 sq. ft. (69,675 - 92,899 sq. m) of total retail space

MAXI Silver

Earthcare
Sunridge Mall
Calgary, Alberta, Canada

Owned/Managed by: Ivanhoe Cambridge

Centers with 1,000,000 - 1,399,999 sq. ft. (92,900 - 130,059 sq. m) of total retail space

MAXI Silver

LAURIER Branding Campaign
LAURIER
Québec, Quebec, Canada

Owned/Managed by: Ivanhoe Cambridge

Centers with more than 1,400,000 sq. ft. (130,060 sq. m) of total retail space

MAXI Silver

BE THE ONE

Square One Shopping Centre
Mississauga, Ontario, Canada

Owned by: OMERS and AIMCO
Managed by: Oxford Properties Group

Joint Centers

MAXI Gold

Celebrating 100 Years of Chocolate
Ivanhoe Cambridge Malls
Canada

Owned/Managed by: Ivanhoe Cambridge

VISUAL MERCHANDISING

Temporary kiosks, carts/retail merchandising units (RMUs)

MAXI Silver

Dillon Rogers Upscale RMU
The Americana at Brand
Glendale, California, USA

Professional Recognition:

Deborah Kravitz, Principal, Provenzano Resources, Inc.
Lee Eckholm, National Retail Director, Provenzano Resources, Inc.
Dori Rogers, Owner, Dillon Rogers
Geoffrey Dillon, Owner, Dillon Rogers
Danielle Hopper, Owner, Hopper Studios

Temporary in-line Retail

MAXI Silver

Kurtz Cullinary Creations
Vaughan Mills
Vaughan, Ontario, Canada

Professional Recognition:

Mary Cipriano, Manager Specialty Leasing & Partnerships, Vaughan Mills. Ivanhoe Cambridge
Gil Small, General Manager, Vaughan Mills. Ivanhoe Cambridge
Sheri McEwen, Property Manager, Vaughan Mills, Ivanhoe Cambridge

Common area displays and/or merchandising of vacant store windows.

MAXI Silver

Tysons Corner Center's Common Area Feels Like Home
Tysons Corner Center
McLean, Virginia, USA

Professional Recognition:

Susan Valentine, SVP Consumer Experience, Macerich
Ashley York, Associate, Property Management, Tysons Corner Center
Cory Scott, Senior Property Manager, Tysons Corner Center
Allison Fischer, Marketing Manager, Tysons Corner Center

MAXI Silver

Town Square Las Vegas Storefront Merchandising
Town Square Las Vegas
Las Vegas, Nevada, USA

Professional Recognition:

Yamila Garayzar, Vice President of Corporate Marketing, Turnberry Associates
Mike Wethington, General Manager, Town Square Las Vegas/Turnberry Associates
Jaimeson Mapes, Marketing Coordinator, Town Square Las Vegas/Turnberry Associates
Joseph C. Szymaszek, Vice President of Retail Operations, Turnberry Associates
Panzano & Partners

MAXI Gold

A Noble Idea that Achieves Great Sales Return

Mid Valley Megamall

Kuala Lumpur, Malaysia

Professional Recognition:

Daniel Yong, Executive Director, Mid Valley Megamall/Mid Valley City Sdn. Bhd.

Ko Chai Huat, Director of Design, Mid Valley Megamall/Mid Valley City Sdn. Bhd.

Jess Loo Wai Lin, Head of Advertising and Promotions, Mid Valley Megamall/Mid Valley City Sdn. Bhd.