



maximum  **brilliance**

2010 United States MAXI Gold & Silver Winners



united states shopping center maxi awards

AWARD CATEGORIES

CAUSE RELATED MARKETING

Cause Related Marketing, formerly the Community Relations category, recognizes a single or on-going event, program or project that involved the cooperative efforts of a shopping center or company and a charitable or community need, interest or cause. The shopping center or company's goals should reflect an altruistic intent shown to meet a business need...

PUBLIC RELATIONS

Entries in the Public Relations category are planned public relations programs or initiatives intended to primarily benefit the commercial interests of a shopping center or company. Such efforts should promote an understanding of, or goodwill toward a shopping center or company or be designed to influence public opinion in ways serving a commercial interest.

ADVERTISING

This category awards strategic communications that advertise a shopping center or company to its target markets. This may include efforts in a single medium or those in a multi-media series or campaign.

NEW MEDIA

The New Media category is new for 2010, recognizing achievements in this area and the impact of digital strategic programs and plans on the shopping center industry; including websites, Online Branding, Social Media and Mobile Marketing to achieve brand and marketing communication goals for a shopping center or company.

SALES PROMOTIONS & EVENTS

The Sales Promotions and Events category reflects programs or events intended to directly impact retail sales and customer traffic, including efforts that target buyer conversion, shopping frequency, relative draw or market share.

GRAND OPENING, EXPANSION & RENOVATION

Entries in the Grand Opening, Expansion and Renovation category feature comprehensive campaigns intended to introduce or reposition a new, expanded or renovated shopping center.

BUSINESS-TO-BUSINESS

The Business to Business category recognizes efforts and initiatives originating from a shopping center or company and directed to a retailer, trade group, investment community or other targeted commercial interests, using tactics designed to improve company profitability and brand identity rather than consumer sales.

ALTERNATIVE REVENUE

The Alternative Revenue category is comprised of programs and initiatives intended to generate revenue that directly enhances the net operating income of a shopping center or company, including sponsorships, alliances, advertising sales or other non-traditional revenue sources...

VISUAL MERCHANDISING

This category recognizes how visual merchandising contributes to the success of the shopping center. Projects in this category include merchandising of kiosks, retail merchandising units, temporary in-line space and merchandising vacant store windows.

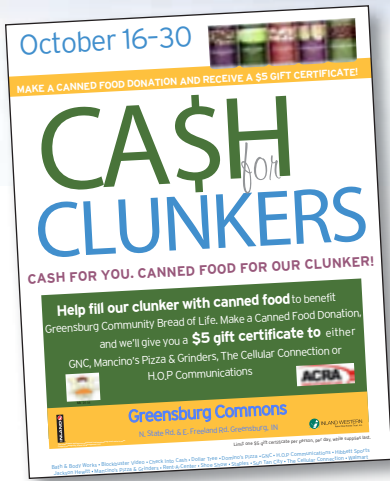
CATEGORY INTEGRATION

Category Integration entries reflect a combination of efforts and initiatives involving multiple disciplines for a center or company. This category provides MAXI entrants with the opportunity to showcase multitiered programs too complex or comprehensive to fit within a single MAXI category...



Visit ICSC's Global Awards Gallery at www.icsc.org/awardswebgallery to view complete details of the winning entries.

CAUSE RELATED MARKETING Centers with 200,000 – 499,999 sq. ft.



**Cash for Our Customers—
Cans for Our Clunker!**

Greensburg Commons
Greensburg, IN

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

Professional Recognition:
Cherilyn Megill, SCMD, Vice President,
Marketing, Inland Western

Steven Yee, CPM, CCIM, Vice President,
Property Management, Inland Western

Lynn Reissenweber, Senior Property
Manager, Inland Western

Stephanie Brennan, Property Manager,
Inland Western Retail

Mara Russiaky, Marketing Director,
Inland Western

When Greensburg, Indiana was hit hard by the economic recession, Greensburg Commons partnered with The Community Bread of Life, a local soup kitchen, and created the Cash for You—Canned Goods for Our Clunker, a program that awarded shoppers \$5 gift certificates for can donations. While collecting over 540 pounds of canned food to fill the on-site clunker benefitting the soup kitchen, Greensburg tenants sales increased over 10%.



Silver



Seaport Semester

South Street Seaport
New York, NY

Owner/Management Company:
General Growth Properties, Inc.

Professional Recognition:
Lincoln Palsgrove IV, Senior Marketing
Manager, South Street Seaport/GGP

Chris Amundson, Associate Marketing
Manager, South Street Seaport/GGP

Joan Cooney, Marketing Specialist, South
Street Seaport/GGP

Kia Seals, Administrative Assistant, South
Street Seaport/GGP

Jessica Mulder, Seaport Intern, South
Street Seaport/GGP

South Street Seaport, a 27-year-old New York City marketplace created a campaign that let small educational and non profit organizations run programs out of three vacant spaces for a six month semester. Over 75 classes and performances later, foot traffic at the Seaport was increased and lasting connections were made with residents of all ages in the lower Manhattan community.



Silver





Anaheim in Motion— History Comes to Life

The Shops at Anaheim
GardenWalk
Anaheim, CA

Owned By:
Anaheim GW II, LLC

Managed By:
Excel Realty Holdings, LLC

Professional Recognition:
Janet Lee, Creative/Executive Director,
Volunteer

Kelly Weesner, Director of Marketing,
The Shops at Anaheim GardenWalk

Kellie Ciccoianni, Marketing Manager,
The Shops at Anaheim GardenWalk

Nathan Hilbig, General Manager,
The Shops at Anaheim GardenWalk

Anaheim in Motion—History Comes to Life” was an innovative partnership between the open-air center, community organizations and local residents that culminated in hundreds of schoolchildren painting 20 large murals that depicted stories about Anaheim. By reaching out to volunteers from over 35 community groups and schools, “Anaheim in Motion” fostered a greater appreciation for local art and history, inspiring the community to identify with GardenWalk and take ownership of the only mall in Anaheim instead of viewing it as a tourist trap. At the same time the dramatic artistic portrayal of the city’s diverse and dynamic history provided attractive visuals for GardenWalk’s vacant space. The campaign was truly a win-win for everyone involved.



Gold

CAUSE RELATED MARKETING Centers with 500,000 – 749,999 sq. ft.



Chalkin’ It Up for Families

The Gateway
Salt Lake City, UT

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

Professional Recognition:
Heather Nash, Director of Marketing,
The Gateway

Brittany Hermanski, Marketing Manager,
The Gateway

Cherilyn Megill, SCMD, Vice President,
Marketing, Inland Western

Scott Bennett, General Manager,
The Gateway

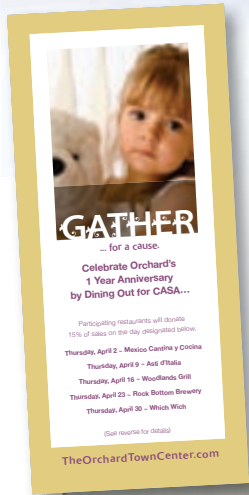
The Gateway’s annual “Chalkin’ It Up for Families” two day chalk art event continued the center’s support of community programs, drew an estimated 17,000 visitors to the Gateway to view chalk masterpieces created by over 110 artists. The center partnered with the local NBC affiliate and generated over 2,187,000 impressions for the needs of the Utah Foster Care Foundation and the 2,600 children in foster care who need families to care for them.



Silver



CAUSE RELATED MARKETING Centers with 750,000 – 999,999 sq. ft.



Dining Out for CASA at The Orchard Town Center

The Orchard Town Center
Westminster, CO

Owned/Managed by:
Forest City Enterprises

Professional Recognition:
Jane Lisy, Vice President Marketing,
Forest City Commercial Management

Paulette Caputo, Regional Director of
Marketing, Forest City Commercial
Management

Stephanie Shriver-Engdahl, Director of
Advertising, Forest City Commercial
Management

Orchard Town Center's month-long "Dining out for CASA at the Orchard Town Center" was a tremendous success, raising \$5,000 for Court Appointed Special Advocates, boosting sales and traffic to restaurants and shops and increasing the center's customer database by 15%. During the center's month-long one-year anniversary celebration, a participating Orchard restaurant agreed to donate 15% of their sales, or a flat donation of \$1,500 to a local non-profit CASA for children.



Silver

CAUSE RELATED MARKETING Centers Over 1,000,000 sq. ft.



From Movie Hall to Playing Ball

Tysons Corner Center
McLean, VA

Owner/Management Company:
Macerich

Professional Recognition:
Allison Fischer, Marketing Manager,
Tysons Corner Center

Garry Butcher, VP, Marketing, Macerich

Paul Sabina, AVP, Marketing, Macerich

Traci Weber, SVP, Marketing, Macerich

Tim Steffan, VP Property Management,
Macerich

For nearly 20 years, a movie theatre sat vacant at Tysons Corner Center until the Tysons Team converted it into a much-needed baseball and softball training facility. With the help of local businesses, donations and thousands of volunteer hours, the deserted theater was transformed into a brand new baseball and softball training facility. Tyson's Bullpen is now a diamond in the community where coaches and children can practice year-round in a clean, safe environment.



Silver



CAUSE RELATED MARKETING Company



Operation PJ Pile Up

Pennsylvania Real Estate
Investment Trust
Philadelphia, PA

Professional Recognition:

Judith G. Trias, CMD, Vice President,
Retail Marketing, Pennsylvania Real
Estate Investment Trust

Caroline D. Quinn, SCMD, SCSM,
Regional Marketing Director, Pennsylvania
Real Estate Investment Trust

PREIT Regional and Field Marketing
Directors, Pennsylvania Real Estate
Investment Trust

Portfolio Marketing Group, Advertising
Agency, Pennsylvania Real Estate
Investment Trust

Simon Public Relations Group, Inc.

During the 2009 holiday season PREIT teamed up with The Pajama Program, a national non-profit whose mission is to provide new pajamas and books to children in need. The partnership paid off, collecting and distributing over 17,000 pajamas and 16,665 books to more than 70 agencies within the communities where PREIT malls are based.



Silver

CAUSE RELATED MARKETING Mixed-Use



Art for the Earth

The Avenue Forsyth
Cumming, GA

Owner/Management Company:

Cousins Properties Incorporated

Professional Recognition:

Megan Jurkovic, Marketing Manager,
The Avenue Forsyth and The Avenue
Webb Gin

Angie Leccese, SVP Corporate Marketing
and Brand Management, Cousins
Properties Incorporated

The "Art for the Earth" campaign created a unique opportunity for the Avenue, two local environmental groups and two high schools to work together to drive traffic to the center and raise environmental awareness. The eco-friendly art show boosted brand awareness, increased Facebook fans by 21% and improved sales and traffic an average of 19.7% month over month.



Silver



Art in the Square— A Decade of Giving

Southlake Town Square
Southlake, TX

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

Professional Recognition:
Karla Chase, Marketing Director,
Southlake Town Square

Tim Moorehead, General Manager,
Southlake Town Square

Michele Theisen, Facilities Director,
Southlake Town Square

Cherilyn Megill, SCMD, Vice President,
Marketing, Inland Western

Shelton Weeks, Vice President,
Property Management, Inland Western

Southlake Town Square’s “Art in the Square—A Decade of Giving” drew record crowds for the Art in the Square festival in 2009. The three day celebration of art, food, drink and family-friendly entertainment generated over \$128,290 for 17 charities, surpassing their goal by 28% despite a challenging economy, increased foot traffic by 25% and overall sales by 5%.



Silver

PUBLIC RELATIONS Centers with 200,000 — 499,999 sq. ft.

We Are Making History

Freedom Crossing at Fort Bliss
Fort Bliss (El Paso MSA), TX

Owned By:
Army & Air Force Exchange Service (AAFES)

Managed By:
ServiceStar Development Company

Professional Recognition:
Danaria Farris McCoy, CMD,
Marketing Manager, ServiceStar Development Company

Kerry Anderson, Media Consultant,
KNOA Consulting

Joe Giuffreda, Vice President CDI,
Army & Air Force Exchange Service

Freedom Crossing at Fort Bliss is the first open air shopping center located on a military installation. The ambitious 45-day “We Are Making History” media outreach campaign introduced the center to the local community, the military and the shopping center industry simultaneously, generating 320 column inches of coverage, 17 feature stories and 29 broadcast placements resulting in nearly one hour of run time to a potential audience of over 7 million. In addition the campaign increased traffic at the project website by 755%. Today more than 8,000 Google search results now return for “Freedom Crossing at Fort Bliss.”



Gold





A Fashionable Story

The Shops at North Bridge
Chicago, IL

Owned By:

Macerich/Alaska Permanent
Fund Corporation

Managed By:

Macerich

Professional Recognition:

Erica Strama, Marketing Manager, The
Shops at North Bridge/Macerich

Garry Butcher, Vice President, Marketing,
Macerich

Paul Sabina, Assistant Vice President,
Marketing, Macerich

Todd Hiepler, Senior Property Manager,
The Shops at North Bridge/Macerich

Anita Walker, Vice President, Public
Relations, Macerich

When Macerich changed the name of this Magnificent Mile center from Westfield Northbridge to the Shops at North Bridge, they faced the challenge of reintroducing the Chicago property in one of the most highly concentrated retail environments in the country. The year-long PR campaign helped the center stand apart from the rest by branding the Shops as a go-to resource for fashion-related stories in a variety of local media outlets and partnering with high-profile organizations like the Academy of Motion Picture Arts & Sciences on events that targeted their core customers. The results delighted their retailers: 56 total television segments highlighting 30 retailers, inclusion in 19 print articles totaling 314 column inches and features in 10 digital outlets.



Gold



PUBLIC RELATIONS Centers Over 1,000,000 sq. ft.

Arden Fair Takes Action to Curb Crime

Arden Fair
Sacramento, CA

Owned By:

Privately Owned

Managed By:

The Macerich Company

Professional Recognition:

Traci Weber, SVP, Marketing, The Macerich
Company

Judy Gray, VP, Marketing, The Macerich
Company

Jennifer Prouhet, Sr. Manager, Marketing,
The Macerich Company/Arden Fair

Tod Strain, Sr. Manager, Property Man-
agement, The Macerich Company/Arden Fair

Steve Reed, Security Manager, The
Macerich Company/Arden Fair

The “Arden Fair Takes Action to Curb Crime” campaign was born when Sacramento was named the nation’s number one city in reported car theft in 2008. The program raised money for more effective security measures, built a strong relationship with local law enforcement, deterred crime and reshaped the perception of Arden Fair as a safe place to shop.



Silver





ArtSpace at Crestwood Court

Crestwood Court
St. Louis, MO

Owned By:

AG/CP Crestwood Retail Owner, LLC

Managed By:

Jones Lang LaSalle

Professional Recognition:

Leisa Son, Marketing/Specialty Leasing Manager, Crestwood Court/Jones Lang LaSalle

Janet Ryan, Principal, Ryan Public Relations

Tony Stephens, Vice President/General Manger, Crestwood Court/Jones Lang LaSalle

Carol O'Grady, Vice President/Regional Marketing Manager, Jones Lang LaSalle

Vicki Leikness, Vice President/ Regional Specialty Leasing Mg, Jones Lang LaSalle

Crestwood Court transformed into a thriving artists colony, complete with art instruction, performances and exhibitions of local artists. The ArtSpace program swiftly attracted a large pool of tenants who added a unique cultural paradigm to the struggling mall and filled more than 150,000 square feet of vacant space. Public Relations efforts generated a total of 445 column inches and over 63 minutes of broadcast publicity, exceeding 79.5 million impressions. More than 5000 people attended the ArtSpace grand opening in May and the campaign was considered so successful that Jones Lang LaSalle is already implementing artists as tenants programs at other properties in Georgia and Virginia.



Gold



PUBLIC RELATIONS Company

Midnight Madness Pajama Jam

Prime Outlets Company
Baltimore, MD

Professional Recognition:

Karen Fluharty, SVP Marketing, Prime Outlets

Caroline Bradley, VP Marketing, Prime Outlets

Gretchen Ramsey, VP Brand Culture Integration, Oxford Communications

Sue Helondovitch, PR Group Account Director, Oxford Communications

Melinda Brodbeck, PR Account Executive, Oxford Communications

Faced with a sagging economy and a 50% decrease in advertising budget, Prime Outlets was determined to make a mark in the 2008 holiday season. Their public relations team came up with a plan to kick off Black Friday by opening doors at midnight at 17 of their shopping centers to give consumers an opportunity to get a jump start on their holiday shopping. The multitiered PR campaign was a hit with customers and the media. Foot traffic at Prime Outlet properties rose 8.3% and sales remained the same in November 2008 despite sales plummeting nationwide in the most dismal holiday environment seen in years. "Midnight Madness Pajama Jam" generated over \$6.1 million in advertising value resulting in more than 660 newspaper and magazine articles, 230 broadcast segments, 47 million total print impressions, a total broadcast audience of over 9.5 million and a web audience of nearly 261 million.



Gold



PUBLIC RELATIONS Joint Centers



Glamour Mexico & Latin America

Fashion Show, The Grand Canal Shoppes and Shoppes at The Palazzo Las Vegas, NV

Owner/Management Company:
General Growth Properties, Inc.

Professional Recognition:
Susan Houck, SCMD, VP Marketing, Las Vegas, General Growth Properties

Danielle Long, Marketing Manager, The Shoppes at The Palazzo/GGP

Jim McMichael, CMD, Sr. Marketing Manager, Fashion Show/GGP

Melissa Warren and McKinzie Cogswell, Account Executive, Faiss Foley Warren Public Relations

Barbara Jackson, JMI Tourism, Marketing & PR, JMI Tourism, Marketing & PR (Mexico)

When Las Vegas was hit hard by the lingering recession and dwindling tourism numbers from domestic markets, GGP's PR team responded with a unique 14 page travel and fashion feature in Glamour Mexico and Glamour Latin America featuring Las Vegas centers The Fashion Show, The Grand Canal Shoppes at the Venetian and the Shoppes at the Palazzo. The campaign promoted Vegas as a travel destination to key international markets and generated awareness among fashion conscious readers.



Silver

PUBLIC RELATIONS Mixed-Use



Retailer Showcase at Town Square Las Vegas

Town Square Las Vegas Las Vegas, NV

Owner/Management Company:
Turnberry Associates

Professional Recognition:
Stacy Gold, Director of Public Relations, Town Square Las Vegas/Turnberry Associates

Mary Kathryn Wells, Director of Marketing, Town Square Las Vegas/Turnberry Associates

Mike Wethington, General Manager, Town Square Las Vegas/Turnberry Associates

Yamila Garayzar, Vice President of Corporate Marketing, Turnberry Associates

Joseph Szymaszek, Vice President of Office & Retail Operations, Turnberry Associates

A year after making its debut, Town Square Las Vegas was faced with a big challenge. How do you publicize a center that is no longer new when you have no advertising budget and much of the local retail media coverage was negative? Town Square's PR team sprang into action with an innovative program that stressed creating relationships with new reporters and media members and developing unique, positive news stories about the center's fashion, dining and entertainment. Their approach paid off with over \$1.5 million in publicity coverage that included 148 placements on television and 113 in print publications that generated 17.7 million impressions. Amazingly, according to a 2009 Town Square Shopper Survey, 35% of all shoppers recalled seeing or hearing advertising for the center in newspapers although the center did not invest ANY funds in advertising.



Gold

ADVERTISING Centers with 200,000 – 499,999 sq. ft.



Royal Hawaiian Center Advertising Campaign

Royal Hawaiian Center
Honolulu, HI

Managed By:
The Festival Companies

Professional Recognition:
Rosalind Schurgin, CEO, The Festival Companies

Sam Shenkus, Marketing Director, The Festival Companies

Marleen Akau, General Manager, The Festival Companies

Kirk Horiuchi, Senior Asset Manager, Kamehameha Schools

Nani Hirosane, Assistant Marketing Director, The Festival Companies



Royal Hawaiian Center had two challenges: renovate their center and restore the lost luster of the surrounding Waikiki Beach area. The “Mood Waikiki” ad campaign stressed the beach’s new sense of style, optimism, shopping and alluring mix of cultures East and West, increasing sales by 13% and earning the Royal Hawaiian Center an American Marketing Association Marketer of the Year Award.



Silver

ADVERTISING Centers with 500,000 – 749,999 sq. ft.



Spend More Time Giving

Everett Mall
Everett, WA

Owned By:
Steadfast Everett Mall, LLC

Managed By:
Steadfast Commercial Management Co., Inc.

Professional Recognition:
Julie Tennyson, CMD, Marketing Director, Everett Mall

Jodi Peterson, Marketing Assistant, Everett Mall

Kristi Keene, CMD, Director of Corporate Retail Marketing, Steadfast Commercial Properties

Linda Johannes, General Manager, Everett Mall

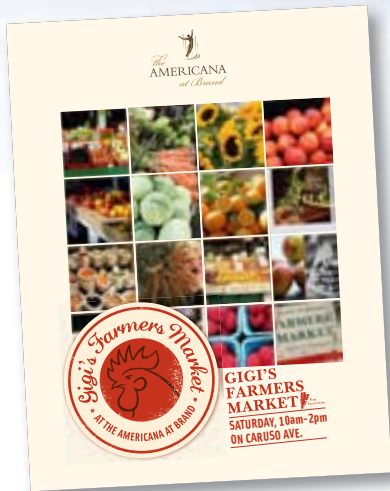
Jennifer Ward, Graphic Designer, Pick of the Litter Design, Inc.

Everett Mall increased gift card sales by more than 200% in 2009 despite the sluggish economy with a sales-focused advertising campaign that emphasized “giving,” especially during seasonal promotions. The ad campaign also generated an additional \$118,000 for the center.



Silver

ADVERTISING Mixed-Use



The Americana at Brand — Gigi's Farmers Market

The Americana at Brand
Glendale, CA

Owned by:
Rick J. Caruso

Managed by:
Caruso Affiliated

Professional Recognition:
Rick J. Caruso, President & CEO,
Caruso Affiliated

Galit Shokrian, Senior Vice President,
Marketing, Caruso Affiliated

Lanko Goldberger, Director of Marketing,
The Americana at Brand

Gigi's Farmers Market at The Americana at Brand delivers a farmer's market experience unlike any other in Southern California. The operations and marketing team, plus a Hollywood set designer and art directors have developed a distinctive brand identity with unique booths, a dress code for farmers and vendors plus amenities like Concierge Services. Thanks to the market, Saturday morning parking revenue and car entries at the Americana have increased to the highest levels since the one year anniversary of the center's opening.



Silver

NEW MEDIA Centers with 200,000 — 499,999 sq. ft.



Scene@TheShops & Inside Scoop

The Shops at Legacy
Plano, TX

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

Professional Recognition:
Andrea M. Taylor, CMD, Marketing
Director, The Shops at Legacy

Cherilyn Megill, SCMD, Vice President,
Marketing, Inland Western

Tim Moorehead, Senior Property
Manager, The Shops at Legacy

Shelton Weeks, SCSM, SCMD, SCLS,
Vice President, Property Management,
Inland Western

The Dealey Group

The Shops at Legacy's call to action campaign "Scene@TheShops and Inside Scoop" was created to increase Legacy's Facebook fan base. The center hired "paparazzi" to become part of the scene at the center's bars, restaurants and streets asking customers to pose for pictures. The campaign encouraged people to visit the Facebook Fan page, become a fan and tag themselves in the photo for a chance at winning \$500. Fan numbers increased by 436% and engagement by 400%.



Silver



NEW MEDIA Centers with 500,000 – 749,999 sq. ft.



Santana Row iPhone Application

Santana Row
San Jose, CA

Owner/Management Company:
Federal Realty Investment Trust

Professional Recognition:
Collette Navarrette, Marketing Manager,
Santana Row/Federal Realty Investment
Trust

Tom Zazueta, President & Chief Strat-
egy Officer, Coakley Heagerty Marketing
Communications

Since it opened in 2002, Santana Row, has been widely known as the premier shopping destination in Silicon Valley. In 2009 Santana Row needed to be more innovative than ever to drive additional sales and traffic to their tenants. The marketing department responded by creating the first iPhone application for a regional shopping center. The application allowed users to tap into the Santana Row experience and offered merchant incentives that encouraged customers to redeem immediately. Within one hour of the release of the iPhone app on iTunes there was a customer at Santana Row to redeem a \$5 gift card reward. Within a week there were over a thousand downloads of the app, bringing immediate sales to tenants and garnering significant buzz in the community and the local media.



Gold

NEW MEDIA Company



Prime Outlets: Prime My Closet

Prime Outlets Company
Baltimore, MD

Professional Recognition:
Karen Fluharty, SVP Marketing, Prime
Outlets

Caroline Bradley, VP Marketing, Prime
Outlets

Colleen Stanley, Corporate Marketing &
Advertising Manager, Prime Outlets
Melani Lane, Corporate Marketing
Manager, Prime Outlets

Lisa Wessling, Account Director, POP
Interactive

The "Prime My Closet" personalized online customer loyalty program enables customers to engage with the Prime Outlets brand through exclusive content, discounts, events, contests and more. The program eliminated paper, reduced the cost of a traditional loyalty program and connected Prime Outlets, its merchants, customers and fashion influencers. In only 102 days nearly 74,000 shoppers created a password and profile online.



Silver



Holly Green; Save, Live, Give & Win Green

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

Professional Recognition:

Brittany Hermanski, Marketing Manager, The Gateway

Cherilyn Megill, SCMD, Vice President, Marketing, Inland Western

Mara Russiaky, Marketing Director, Inland Western

Kristin Erickson, Marketing Director, Inland Western

Niall Byrne, President, Property Management, Inland Western



Inland Western introduced the Holly Green character in 2008 as a virtual spokesperson for the direct mail campaign who provided money saving tips and ideas for leading a greener lifestyle. In 2009 Holly went digital with a website, Facebook page, blog and Twitter account added to increase customer engagement. Over 9,000 have read her green blog, over 4,000 have made pledges to be green and Holly's popularity has continued to grow with national media coverage.



Silver

Shop Smart Look Fab

General Growth Properties, Inc.
Chicago, IL

Professional Recognition:

Jenny Forst, VP National Resource Group, General Growth Properties, Inc.

Leslie Dacosta, Director, National Resource Group, General Growth Properties, Inc.

April Thomas, Director, National Resource Group, General Growth Properties, Inc.

Jodi Hoag, Director, National Resource Group, General Growth Properties, Inc.

Karla Woodward, Director, National Resource Group, General Growth Properties, Inc.



General Growth needed an innovative approach to differentiate itself from the competition, drive sales and traffic to their tenants while at the same time helping their customers maximize their shopping dollar. They delivered on all three goals by partnering with TLC's hit show "What Not to Wear" as part of a multi-faceted media strategy to provide customers with tools to shop smart. Aligning with nationally recognized fashion and value experts positioned GGP as credible and relevant and generated interest and awareness. An online strategy including new mall websites, and creative initiatives utilizing social networking complemented the media focus. The campaign created a blogger frenzy and drove immediate interest nationally. The media plan delivered over 35 million impressions. There were nearly 232,000 site visits resulting in 1.2 million page views at Shopsmartlookfab.com and over 105,000 people received a \$10 gift card resulting in over \$6 million in incremental sales.



Gold

NEW MEDIA Joint Centers



Are You a Recessionista?

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

Managed By:

Cousins Properties Incorporated

Professional Recognition:

Kim Tanalgo-Minshew, Marketing
Manager, The Avenue East Cobb,
Peachtree City, West Cobb

Megan Jurkovic, Marketing Manager,
The Avenue Forsyth, Webb Gin

“Are you a Recessionista?” is a campaign which organically promoted retail deals at five metro Atlanta area shopping centers by encouraging shoppers to share deals with other shoppers through Facebook and rewarding participation by fans with a \$100 weekly gift card giveaway. The effort paid off. The Avenue doubled their Facebook fanbase and fan-generated feedback increased awareness of deep retailer discounts and boosted store traffic and sales, positioning The Avenue as “the place” to shop.



Silver



Social Media

20 JLL Centers throughout
the U.S.

Managed By:

Jones Lang LaSalle

Professional Recognition:

Elizabeth Faulkner, Vice President
Marketing, Retail, Jones Lang LaSalle

Carol Sullivan, Vice President Marketing,
Retail, Jones Lang LaSalle

Carol O’Grady, Vice President Marketing,
Retail, Jones Lang LaSalle

Heather Levesque, Vice President
Marketing, Retail, Jones Lang LaSalle

The Dealey Group, Digital Advertising
Agency

Jones Lang LaSalle created a Social Media campaign aimed at the highly sought-after Millennial market. The initiative was a cost-effective strategy that established an online presence for 20 JLL centers throughout the U.S. on key social media sites like Facebook, Twitter, YouTube and Flickr. The program, a first of its kind in the retail real estate industry, grew the Millennial fanbase by over 100 fans per mall, per month and generated added exposure with existing clients, retailers and mass audiences.



Silver

NEW MEDIA Mixed-Use



tab

Southlake Town Square
Southlake, TX

Owner/Management Company:

Inland Western Retail Real Estate Trust, Inc.

Professional Recognition:

Karla Chase, Marketing Director,
Southlake Town Square

Tim Moorehead, General Manager,
Southlake Town Square

Cherilyn Megill, SCMD, Vice President —
Marketing, Inland Western

Shelton Weeks, Vice President — Prop-
erty
Management, Inland Western

The Dealy Group, Dallas Texas

To combat negative media attention for excessive teen loitering, Southlake Town Square turned to Facebook to create TAB, an online teen advisory board to address the issue. The end result was an overwhelmingly positive public response from city and community leaders, increased social media activity for the center and an extremely successful launch of the first ever Southlake Town Square Teen Advisory Board.



Silver

SALES PROMOTION AND EVENTS Centers with 500,000 — 749,999 sq. ft.



Spend More Time Giving/ A Gift Card Sales Explosion

Everett Mall
Everett, WA

Owned By:

Steadfast Everett Mall, LLC

Managed By:

Steadfast Commercial
Management Co., Inc.

Professional Recognition:

Julie Tennyson, CMD, Marketing Director,
Everett Mall

Jodi Peterson, Marketing Assistant,
Everett Mall

Kristi Keene, CMD, Director of Corporate
Retail Marketing, Steadfast Commercial
Properties

Linda Johannes, General Manager,
Everett Mall

Jennifer Ward, Graphic Designer, Pick of
the Litter Design, Inc.

Faced with a 35% decrease in gift card sales in 2008, the Everett Mall responded with an ongoing initiative to revive the gift card market through an aggressive awareness and promotional campaign, "Spend More Time Giving." The program created a gift card sales explosion, with an increase of over 200% from the comparable period in 2008.



Silver



HIP Gift Cards Go Wild

Harlem Irving Plaza
Norridge, IL

Owner/Management Company:
Harlem Irving Companies

Professional Recognition:
Edan Gelt, SCMD, MBA, Corporate Marketing Director, Harlem Irving Companies

Christina Chow, Marketing Coordinator,
Harlem Irving Companies

Gail Runtz, CSM, General Manager, Harlem Irving Companies

Michael Marchese, Owner, Harlem Irving Companies

With consumers spending less, Harlem Irving Plaza came up with a wild way to promote their gift cards. A sponsorship with the Brookfield Zoo that allowed shoppers to receive two free zoo tickets with \$50 in gift card purchases turned out to be the biggest trade deal in the company's marketing history. Total costs were only 4% of budget and with donated tickets factored in the return on investment was an astounding 676%!



Silver

SALES PROMOTION AND EVENTS Centers with 750,000 — 999,999 sq. ft.



Palmdale's BEST (Business Economic Stimulus)

Antelope Valley Mall
Palmdale, CA

Owned By:
Forest City Enterprises

Managed By:
Forest City Commercial Management

Professional Recognition:
Tricia E. Granger, Director of Marketing, Antelope Valley Mall/Forest City

David Walter, Economic Development Manager, City of Palmdale

Danny Roberts, Assistant Executive Director, Redevelopment, City of Palmdale

Jane Lisy, VP Marketing, Forest City Commercial Management

M. Scott Cummings, General Manager, Antelope Valley Mall/Forest City Enterprises

Antelope Valley Mall and the city of Palmdale, California worked together to stimulate the local economy by distributing gift cards to purchasers of cars and motorcycles at local dealerships. It was a winning proposition for everyone. 680 gift cards were given out, generating more than \$200,000 in sales which in turn increased sales tax revenue to the city.



Silver



Holiday Light Spectacular at Southpark Meadows

Southpark Meadows
Austin, TX

Owner/Management Company:

Inland Western Retail Real Estate Trust, Inc.

Professional Recognition:

Bruce Spencer, Property Manager,
Inland Western

Richard Kessler, Senior Property
Manager, Inland Western

Kristin Erickson, CMD, Marketing
Director, Inland Western

Cherilyn Megill, SCMD, Vice President,
Marketing, Inland Western

Don Stewart, Vice President, Property
Management, Inland Western

Southpark Meadows established a new holiday tradition with 18 nights of a holiday spectacular featuring 100,000 flashing lights and lasers all synchronized to holiday music and nightly snow-falls. The laser and light show attracted more than 18,000 visitors, 1.3 million radio impressions and increased traffic and retail sales; branding Southpark Meadows as “the” holiday shopping, dining, and entertainment destination.



Silver

SALES PROMOTIONS AND EVENTS Centers Over 1,000,000 sq. ft.



Project PLAZARELA

Plaza Las Americas
San Juan, Puerto Rico

Owner/Management Company:

Plaza Las Americas, Inc.

Professional Recognition:

Iris G. Ayala, SCMD, Marketing Director,
Plaza Las Americas

Marializ Montoya, Special Events
Coordinator, Plaza Las Americas

Lorraine Vissepó, Communications
Director, Empresas Fonalledas
Janine Fonalledas de Grau, Corporate

Marketing Director, Empresas Fonalledas
Rebecca Maccardini, SCMD, Consultant,
Empresas Fonalledas

Plaza Las Americas had a three headed problem: their Leasing department needed a short term remedy for a highly visible vacancy in a prime location...the marketing team needed a big idea to drive traffic to Plaza’s annual Fashion and Beauty Fair... and Sears, an anchor tenant, needed help launching their new textiles department. The single solution was “Project Plazarela” a take off of the successful television show Project Runway. The vacant space became a Design Workshop that housed the 14 design students in the competition, the exposure and publicity of the contest fueled interest in the Fashion and Beauty Fair and the new Sears textiles department was showcased because it provided the designers with sewing machines, materials and accessories. With no advertising budget at all Plaza created great traffic, good tenant relations, half a million dollars in press coverage and gave 14 students the opportunity of a lifetime.



Gold



Savvy & Stylish with Westfield fabfinds

Westfield Group
Los Angeles, CA

Professional Recognition:

Alan Cohen, EVP Marketing and Partnership Marketing, Westfield Group

Shelly Schembre, Senior Vice President Marketing, Westfield Group

Enna Allen, Regional Director of Marketing, Westfield Group

Brandi Friel, Senior Director of Creative Services, Westfield Group

Abby Geha, Customer Service and Promotions Manager, Westfield Group

When consumer research showed that today's shoppers want more value on each shopping trip, Westfield responded with "Fabfind," a program that drove sales to their 55 centers by providing customers with "inside information" on the best bargains. More than 2,500 retailers were featured each month across the entire portfolio and "Fabfinds" generated 3.2 million impressions, equaling 200 column inches and 192 broadcast minutes.



Silver



Westfield Style Tour – Styling in Session

Westfield Group
Los Angeles, CA

Professional Recognition:

Alan Cohen, EVP Marketing and Partnership Marketing, Westfield Group

Shelly Schembre, Senior Vice President Marketing, Westfield Group

Lee Sterling, Regional Director of Marketing, Westfield Group

Brandi Friel, Senior Director of Creative Services, Westfield Group

Angela Kim, Designer, Westfield Group

The marketing team created a one of a kind, experimental event at six of their centers by partnering with national retailers, fashion industry icons and celebrities like Project Runway's Tim Gunn for individualized, hands-on Style Sessions. The strategy increased sales productivity at over 100 key fashion and beauty retailers, generated \$300,000 in gift card sales and 80 million media impressions.



Silver



Shop Smart Look Fab Promotion

General Growth Properties, Inc.
Chicago, IL

Professional Recognition:

Jenny Forst, VP National Resource Group, General Growth Properties, Inc.

Leslie Dacosta, Director, National Resource Group, General Growth Properties, Inc.

April Thomas, Director, National Resource Group, General Growth Properties, Inc.

Jodi Hoag, Director, National Resource Group, General Growth Properties, Inc.

Karla Woodward, Director, National Resource Group, General Growth Properties, Inc.

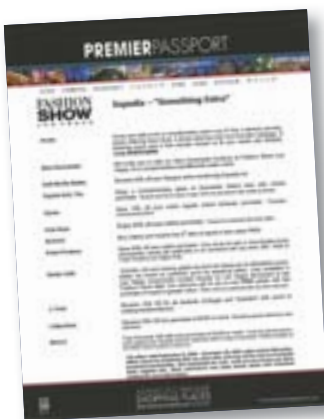


General Growth responded to the unfavorable economy by providing customers with a tangible way to stretch their dollar — a partnership with TLC’s hit show *What Not to Wear*. Joining forces with the nationally recognized fashion and value experts not only created valuable PR cachet, it increased positive perceptions of GGP malls and built future loyalty. The “Shop Smart, Look Fab” promotion connected with its target audience in a meaningful way and gave shoppers the tools — shop smart style guides, retailer bargains and over a million dollars in GGP gift cards — to increase their buying power.



Gold

SALES PROMOTIONS AND EVENTS Joint Centers



GGP Las Vegas/Expedia Visitor Shopping Incentive

Fashion Show, The Grand Canal Shoppes and The Shoppes at The Palazzo
Las Vegas, NV

Managed By:

General Growth Properties, Inc.

Professional Recognition:

Jim McMichael, CMD, Sr. Marketing Manager, Fashion Show/GGP

Danielle Long, Marketing Manager, The Grand Canal Shoppes/GGP

Susan Houck, SCMD, Vice President Marketing — Las Vegas, GGP

Art Jimenez, Sr. Director of Leisure Sales, Las Vegas Convention & Visitors Authority

When approached by Expedia to create a shopping enticement for Vegas-bound consumers, GGP worked with center retailers at Fashion Show, the Grand Canal Shoppes and the Shoppes at Palazzo to develop unique, rewarding shopping incentives. The program increased Expedia’s on-line bookings to Vegas significantly and boosted shopping interest at all three properties at an incremental cost to both parties.



Silver



SALES PROMOTIONS AND EVENTS Mixed-Use



Beauty Live

Galleria Dallas
Dallas, TX

Managed By:

General Growth Properties, Inc.

Professional Recognition:

Angie Freed, SCSM/SCMD, General Manager, Galleria Dallas/GGP

Tara Engelland, Tourism and Promotions Manager, Galleria Dallas/GGP

Terrie Robinson, SCMD, Regional Vice President Marketing, GGP

Julie Crane Rickey, SCMD, Vice President Marketing, GGP

Pam Longbine, SCMD, President, Blend Marketing

Galleria Dallas is one of the world's iconic luxury shopping centers but in 2009 sales were slumping. Beauty products were the lone bright spot on the retail landscape so the marketing team came up with "Beauty Live," the largest consumer beauty show in the country. For three days the public was treated to 47 non-stop sessions from some of the world's leading beauty experts on two stages. Sales at beauty counters for participating retailers climbed by double digits across the board and reported \$250,000 in sales at their cosmetic department in one day.



Gold

GRAND OPENING, EXPANSION & RENOVATION Centers with 200,000 — 499,999 sq. ft.

Prime Outlets Puerto Rico Expansion

Prime Outlets — Puerto Rico
Barceloneta, Puerto Rico

Owned By:

The Lightstone Group

Managed By:

Prime Outlets

Professional Recognition:

Karen Fluharty, SVP, Marketing, Prime Outlets

Caroline Bradley, VP, Marketing, Prime Outlets

K.J. Hatfield, RVP, Marketing, Prime Outlets

Elizabeth Lopez, Marketing Manager, Prime Outlets — Puerto Rico

Katherine Pasquinuci, General Manager, Prime Outlets — Puerto Rico

Prime Outlets was expanding their Barceloneta, Puerto Rico property in the middle of one of the most difficult economic climates in years. The marketing team's advertising and public information campaign about the grand opening generated so much advance buzz that sales increased nearly 15% and traffic increased 138%, filling every single parking space at the center.



Silver

GRAND OPENING, EXPANSION & RENOVATION Centers with 500,000 – 749,999 sq. ft.



Rediscovering Northgate

Northgate
San Rafael, CA

Owner/Management Company:
Macerich

Professional Recognition:
Judy Gray, CMD, VP of Marketing,
Macerich

Ryan Williams, CMD, Senior Manager,
Marketing, Macerich

Brianna Davis, Assistant Marketing
Manager, Macerich

Traci Weber, SVP of Marketing, Macerich

The time was right for a dramatic reinvention for Northgate Mall. The transformation from a traditional, enclosed shopping center to modern indoor/outdoor shopping environment was a success even before the opening celebration thanks to a campaign that reached out to shoppers and leveraged key relationships in the community.



Silver

GRAND OPENING, EXPANSION & RENOVATION Centers Over 1,000,000 sq. ft.



Fire & Ice Spectacular

Park Meadows
Lone Tree, CO

Owner/Management Company:
General Growth Properties, Inc.

Professional Recognition:
Pamela Schenck-Kelly, Senior General
Manager, The Vistas at Park Meadows,
GGP

Tami Ivy, Senior Manager, Special
Projects, The Vistas at Park Meadows,
GGP

Denae Duesler, Common Area
Coordinator, The Vistas at Park
Meadows, GGP

Natalie Vessey, Retail Operations
Assistant, The Vistas at Park Meadows,
GGP

Park Meadows needed a larger than life celebration to debut its new 154,000 square foot outdoor addition called the Vistas during a very cold holiday season. The "Fire and Ice Spectacular" did not disappoint, delivering over 15,000 visitors, a media storm of attention, sales increases from 10% to 30% and traffic increases from 10% to 500% for tenants at the Vistas.



Silver



The Mannequin Is Our Muse

Scottsdale Fashion Square
Scottsdale, AZ

Professional Recognition:

Kate Cavaliere Birchler, Senior Manager-Marketing, Scottsdale Fashion Square

Steve Helm, AVP — Property Management, SCSM, Scottsdale Fashion Square

Kimberly Hastings, Manager — PR, Macerich

Sherry Decovich, VP — Marketing, SCMD, Macerich

Anita Walker, VP — PR, CMD, Macerich

To excite shoppers about the opening of a Barney's New York and a new wing of retail shops and restaurants, Scottsdale Fashion Square turned ordinary mannequins into life-like celebrities named Libby and Kevin that the entire community embraced. The opening was pure success with long lines greeting retailers, standing room only premiers and the second biggest opening in the history of Barney's.



Silver

B2B Centers with 500,000 — 749,999 sq. ft.



HIP To Its Market

Harlem Irving Plaza
Norridge, IL

Owner/Management Company:

Harlem Irving Companies

Professional Recognition:

Edan Gelt, SCMD, MBA, Corporate Marketing Director, Harlem Irving Companies

Christina Chow, Marketing Coordinator, Harlem Irving Companies

Fred Murray, SCSM, SCLS, Executive VP of Leasing, Harlem Irving Companies

Michael Marchese, Owner, Harlem Irving Companies

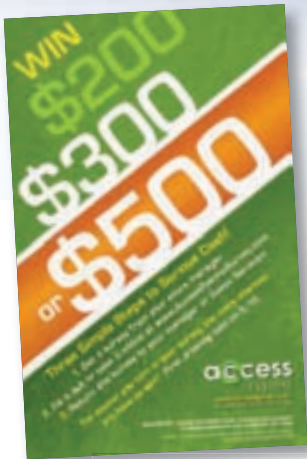
Angela Surico, CLS, Leasing, Harlem Irving Companies

When research indicated that Harlem Irving Plaza had a void in fashion forward teen retailers, the marketing and leasing team sprang into action. An aggressive campaign to attract teen-oriented tenants landed Aeropostale and the store's May 2009 debut was so successful there was a line 300 shoppers deep waiting for the doors to open. A Buckle store at Harlem Irving Plaza is in the pipeline for 2011.



Silver

B2B Centers Over 1,000,000 sq. ft



Access Tysons

Tysons Corner Center
McLean, VA

Owner/Management Company:
Macerich

Professional Recognition:
Allison Fischer, Marketing Manager,
Tysons Corner Center

Cory Scott, Senior Property Manager,
Tysons Corner Center

Garry Butcher, VP, Marketing, Macerich

Paul Sabina, AVP, Marketing, Macerich

Traci Weber, SVP, Marketing, Macerich

Being located in one of the most congested areas in the mid-Atlantic, Tysons Corner knew it had an overwhelming traffic issue. To tackle the problem head-on the marketing team created the AccessTysons.com website, a hub for all things travel related. Commuters can get real-time traffic updates, look at live camera feeds and obtain information on alternate modes of transportation to and from the center, ride sharing programs, construction info and traffic maps powered by Google. AccessTysons.com reduced employee commuter auto trips to and from Tysons Corner by 23%.



Gold

B2B Company



Intersections: A B2B Marketing Campaign

Developers Diversified Realty
Cleveland, OH

Professional Recognition:
John S. Kocinchak, Executive Vice
President Property Management,
Developers Diversified Realty

Scott Schroeder, VP of Marketing &
Corporate Communications, Developers
Diversified Realty

Lauren Martin, Director of Corporate
Marketing, Developers Diversified Realty

Marketing Department, Developers
Diversified Realty

Cohn Marketing Inc.

The "Intersections" campaign positioned Developers Diversified Realty as a major industry leader while other companies downsized their brand marketing efforts. In addition to the powerful message, the program reduced expenditures by 38%. In the toughest of times, the campaign assured Developers Diversified Realty's customers, the retail industry and investors that the brand stood strong and it would weather the storm.



Silver





Everyday Shopping for Everyday People

Phillips Edison & Company
Cincinnati, OH

Professional Recognition:

Mark Addy, COO, Phillips Edison & Company

Linda Fatherree, Director of Marketing,
Phillips Edison & Company

Carolyn Reis, Creative Director,
CSR Design



Phillips Edison & Company's explosive growth had resulted in considerable inconsistency in their marketing efforts. They recognized the need to expand and enhance their brand image to reflect their status as a world class retail real estate company. By building on a new theme developed for print advertising, they were able to implement a branding program across virtually every medium of communication. The "Everyday Shopping for Everyday People" campaign featured professional graphics and photos of ordinary shoppers reflecting every demographic, every region and every age. At a time when other companies were cutting back on their advertising Phillips Edison & Company implemented a consistent, recognizable, upscale, brand image while reducing advertising, web and acquisitions marketing expenses.



Gold

B2B Mixed-Use

72andB'WAY

72 and B'WAY
New York, NY

Owned By:

Rhodes NY/Phillips
International and Gotham

Managed By:

Rhodes NY & Phillips International

Professional Recognition:

Lynette Tulkoff, Director of Development,
Rhodes NY

Marc Friedman, Principal, Rhodes NY
Seth Pilevsky, Principal, Phillips International

Robert K. Futterman, Broker, Robert K.
Futterman & Associates

Peter Whitenack, Broker, Robert K.
Futterman & Associates

72 and B'Way sits along two iconic New York City retail corridors. To attract top-tier retail tenants to this exceptional destination the marketing team came up with a world class design, branding and marketing campaign that included direct marketing gift packages, a highly accessible website, hip advertising slogans, and colorful branding signage at the construction site. The result was record breaking rental prices for the upper West side even in a soft economy.



Silver



ALTERNATIVE REVENUE Centers with 200,000 – 499,999 sq. ft.



South Mall-Black Rose Antiques & Collectibles Mall

South Mall
Allentown, PA

Owner/Management Company:
Pennsylvania Real Estate Investment Trust

Professional Recognition:
Barb Sipling, Director of Antique Operations, Pennsylvania Real Estate Investment Trust

Colette Weir, General Manager, South Mall

Elaine Berger, Senior Vice President, Specialty Leasing, Pennsylvania Real Estate Investment Trust

Joseph F. Coradino, President, Retail Division, Pennsylvania Real Estate Investment Trust

South Mall was severely impacted when Steve & Barry's closed their 49,000 square foot space in January 2009. It dropped mall occupancy from 90% to 78% and eliminated a destination shopping location. The Specialty Leasing Department responded by taking advantage of the popularity of antiques in the Allentown area and transformed the empty space into an antiques and collectibles mall with 150 vendor stalls. This clever solution created excitement with the local media and antique community, effectively replaced 80% of net operating income, enhanced the property value by \$2.3 million and filled a key vacancy at center court, returning occupancy to 90%.



Gold



ALTERNATIVE REVENUE Centers with 500,000 – 749,999 sq. ft.

Prime Outlets - San Marcos CVB Partnership

Prime Outlets — San Marcos
San Marcos, TX

Owned By:
The Lightstone Group

Managed By:
Prime Outlets Company

Professional Recognition:
Karen Fluharty, SVP, Marketing, Prime Outlets

Celena McGill, Marketing Manager,
Prime Outlets — San Marcos

Lorena Garcia, Tourism Manager, Prime Outlets — San Marcos

Tom Jenkins, General Manager, Prime Outlets — San Marcos

Renetta Coleman, Marketing Assistant,
Prime Outlets — San Marcos

Prime Outlets developed a matching funds program with the city of San Marcos so they could geographically expand the center's market reach. The initiative netted \$307,000 in additional marketing revenue from the city, resulting in an 8.9% increase in traffic at the center and provided the city with a projected 2% increase in sales tax contributions despite a distressed economy.



Silver



ALTERNATIVE REVENUE Company



SunEdison

Developers Diversified Realty
Cleveland, OH

Professional Recognition:

John S. Kokinchak, Executive Vice President Property Management, Developers Diversified Realty

Marc Feldman, Senior VP of New Business Development, Developers Diversified Realty

Brendon Ruth, Senior New Business Development Manager, Developers Diversified Realty

Developers Diversified's partnership with SunEdison was groundbreaking in many ways. First, they generated \$1.2 million by leasing their largest unused asset, rooftops, and having SunEdison pay rent for the right to deploy solar energy across Developers Diversified's portfolio. Second, the national solar program reduced energy costs, allowing the company to pass along savings to tenants in their CAM charges. Third, the new recurring revenue stream, estimated at \$40 million came at no tangible expense to the company at a time of extreme capital preservation. Annual clean energy use at the three New Jersey properties equates to taking 3,000 cars off the road.



Gold

ALTERNATIVE REVENUE Joint Centers



Turnberry Malls a Powerful Medium

Aventura Mall and Town Square
Las Vegas, NV

Managed By:

Turnberry Associates

Professional Recognition:

Joseph Szymaszek, Vice President of Retail Operations, Turnberry Associates

Yamila Garayzar, Vice President of Marketing — Retail Division, Turnberry Associates

Anabel Llopis, Marketing Director, Turnberry Associates

Mary Kathryn Wells, Marketing Director, Turnberry Associates

Lilian Chammas, Marketing Assistant, Turnberry Associates

For years Turnberry centers had been free of third-party advertising and sponsorship programs. In 2009 that would all change. Faced with the challenge of raising an additional \$700,000 in revenue for the year, the marketing department launched a program that solicited well-established brands and offered potential advertisers high profile locations, excellent visibility and a seamless visual presence at the two centers. Among the more than 40 prestigious brands that immediately recognized this one of a kind opportunity were Audi, Puma, Louis Vitton, Tourneau, Sony Style and Disney. Despite the difficult economic climate Aventura Mall and Town Square Las Vegas delivered a program that elevated their centers' sensory experiences and exceeded their established objective, achieving \$713,000 in revenue.



Gold

VISUAL MERCHANDISING Temporary kiosks, carts/retail merchandising units (RMUs)



Cherry Hill Mall Common Area Remerchandising

Cherry Hill Mall
Cherry Hill, NJ

Company:

Pennsylvania Real Estate
Investment Trust

Professional Recognition:

Crystal L. Hughes, Regional Specialty
Leasing Director, Pennsylvania Real
Estate Investment Trust

Dona Dea Elston, Specialty Leasing
Representative, Pennsylvania Real Estate
Investment Trust

Beth DeSista, Vice President, Specialty
Leasing, Pennsylvania Real Estate
Investment Trust

Elaine Berger, Senior Vice President,
Specialty Leasing, Pennsylvania Real
Estate Investment Trust

When Cherry Hill Mall underwent a \$200 million expansion, one of the major focuses was the transformation of the common area. 28 RMUs were replaced and the visual merchandising was upgraded to reflect the new elegant, contemporary image of the mall. All future retailers are required to have an approved visual plan prior to set up to maintain the quality of the program.



Silver

VISUAL MERCHANDISING Temporary in-line Retail



Lara, Americana at Brand

Americana at Brand
Glendale, CA

Company:

Lara, Inc./Caruso Affiliated

Professional Recognition:

Matt Sebree, Senior Director, Specialty
Income, Americana at Brand/Caruso
Affiliated

Julie Jauregui, General Manager,
Americana at Brand/Caruso Affiliated

Alexis Scalice, Assistant General
Manager, Americana at Brand/Caruso
Affiliated

Lara Kim, President, Americana at
Brand/Lara Inc.

Dennis Kim, COO, Americana at
Brand/Lara Inc.

Americana at Brand had to conceive, lease, design, construct and open an aesthetically pleasing store in less than a month to replace an anchor tenant in a highly visible storefront. Caruso Affiliated's and Lara's marketing teams created and executed a sophisticated marketing campaign that enticed consumers and reset the bar for temporary in line store visual merchandising in the U.S. First month sales were in excess of \$120,000 and retail review sites rank Lara as one of the best stores in the center.



Silver



Every Picture Tells a Story

Deer Park Town Center
Deer Park, IL

Company:

Ablan Gallery & G. Whiz/
Developers Diversified Realty

Professional Recognition:

Konda Dees, CMD, Marketing Director,
Developers Diversified Realty

Jim Elliman, CSM, General Manager,
Developers Diversified Realty

Stringent ordinances on visual displays and exclusive clientele that don't respond to retailers that look temporary created a unique challenge when Deer Park Town Center had vacant spaces to fill. The Developers Diversified property management team decided to pursue a temporary store program that had the look and feel of permanent retailers. Ablan Gallery and G. Whiz met Village officials and customers approval, and are performing so well that plans are in the works to make both of them permanent tenants.



Silver

VISUAL MERCHANDISING Common area displays and/or merchandising of vacant store windows

Stars Over Developers Diversified Realty

DDR Specialty Center Portfolio

Company:

The World at Night/Developers
Diversified Realty

Professional Recognition:

John S. Kokinchak, Executive Vice
President Property Management,
Developers Diversified Realty

Scott Schroeder, VP of Marketing and
Corporate Communications, Developers
Diversified Realty

Dawn Marie Lecklikner, SCMD, RPA, Regional
VP of Shopping Center Marketing,
Developers Diversified Realty

Specialty Center Portfolio, Developers
Diversified Realty

Cohn Marketing Inc.

How do you create a cost effective visual merchandising program that adds appeal to vacant in-line space and to customers? For Developers Diversified the answer was written in the stars. "The World at Night," a collection of photographs of the world's historic sites against a nighttime backdrop toured their centers from August through October 2009, turning vacancies into art galleries. This clever visual merchandising program showcased available space and generated traffic and sales.



Silver

CATEGORY INTEGRATION Centers Over 1,000,000 sq. ft.



Galleria Library Branch

Galleria at Sunset
Henderson, NV

Owned/Managed by:
Forest City Enterprises Inc.

Professional Recognition:
Heather Valera, Director of Marketing,
Galleria at Sunset

Scott Muelrath, General Manager, Galleria
at Sunset

Jane Lisy, Vice President of Marketing,
Commercial, Forest City Enterprises

Paulette Caputo, Director of Marketing,
Commercial, Forest City Enterprises

With an economic downturn looming and one of the center's anchor tenants closing, keeping challenged retail space leased at Galleria at Sunset required partnering with a non-traditional tenant, the Henderson Libraries. The collaboration resulted in the only in-mall library branch in Southern Nevada and provided a traffic-driving and community service oriented use for the center. A Library Lounge cafe-style seating area was also added where patrons can enjoy free wi-fi and reading materials. Since the grand opening last February over 23,000 people have visited the library.



Gold



CATEGORY INTEGRATION Joint Centers

Centros Isla Quinceañeras 2009-15 para mis Quince

Developers Diversified
Puerto Rico Properties
Puerto Rico

Owned/Managed by:
Developers Diversified Realty

Professional Recognition:
Francis X. Gonzalez, VP of Property
Management, Puerto Rico, Developers
Diversified Realty

Martha Hermilla, Senior Director of
Marketing, Developers Diversified Realty

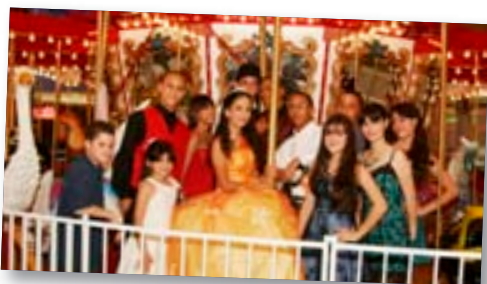
Puerto Rico Marketing Team, Developers
Diversified Realty

Cohn Marketing Inc.

In Hispanic culture, Quinceañero is a coming of age celebration held on a girl's 15th birthday, comparable to a sweet 16 party, signifying the passage from childhood. To reach this highly valued teen market Developers Diversified Realty repositioned its portfolio of 15 shopping centers in Puerto Rico under a single brand — Centros Isla — and positioned the Isla Gift card as the #1 gift of choice. The culturally relevant marketing program tied the company's 15 centers to the 15th birthday celebration through public relations, emerging media, contest, events and traditional advertising. The campaign generated more than \$21,000 in sponsorship revenue and exhibitor fees, \$118,000 in media coverage, \$66,000 in sales of the themed gift cards and valuable goodwill.



Gold





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