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FOR IMMEDIATE RELEASE

New Stores Open, More Under Construction at SHADOW LAKE TOWNE CENTER

PAPILLION, Neb. (December 1, 2009) **Chocolaterie Stam, Tip Top Tux, Lawlor's and Dollar Tree**, are now open at Shadow Lake Towne Center. While **J'Marie's Bridal, Cox Communications and Subway**, are under construction to join the state's largest outdoor shopping center.

Chocolaterie Stam was founded as early as 1817, by an ancestor of the Stam Family who ran a bakery that over time would develop a reputation for pastries and chocolates. In 1913, Jacobus Stam, upon urging from his clients decided to specialize in chocolates exclusively. Hence, Chocolaterie Stam was created. Three of his four sons, Frits, Wim and Jaap, and one daughter, Fredi, decided to join their father in the chocolate business in the late 1930's and 1940's with each developing their own branch of the Chocolaterie Stam family tree. Frits' business turned very successful and was joined in 1978 by his second eldest son, Ad. The youngest of Frits's seven sons, Ton, felt that America would appreciate his father's chocolate as much as Netherlanders do. Now Americans can experience a nearly 100 - year Dutch tradition of fresh cream and nut filled chocolate bonbons from Chocolaterie Stam. Chad and Susie Bonnett of Papillion, have opened the first Nebraska and only the fourth world American franchise of the Chocolaterie Stam chocolate shops.

Randall's Tip Top Tux has been a dedicated source for tuxedo rentals since 1949. With several locations in Omaha and Lincoln, the tux retailer is the Midwest's largest, locally-owned, formal wear outlet offering the most current selection of tux fashions in the region. Professional formal wear specialists are dedicated to provide an enjoyable, memorable and stress-free experience to their customers.

Lawlor's is a specialty retailer of casual apparel and accessories, principally targeting 14 to 17 year-old young women and men. It provides customers with a focused selection of high-quality, active-oriented, fashion and fashion basic merchandise at compelling values.

Dollar Tree works hard to create an environment where shopping is fun... a place where customers can discover new treasures every week... a store where entire families can enjoy hunting for that special something. Some of the product departments you'll find at Dollar Tree include housewares, glassware, dinnerware, cleaning supplies, candy, snacks, food, health and beauty, toys, gifts, gift bags and wrap, party supplies, stationery, craft supplies, teaching supplies, books, seasonal décor, and more! Everything you need for every day, every holiday, every occasion... and every single item is only \$1 (or less)!

Additionally, **J'Marie's Bridal, Cox Communications and Subway** are under construction and getting ready to join the tenant line up at Shadow Lake Towne Center. The new stores will be a great addition to the variety of merchants now open at the center. As Shadow Lake approaches the new year, the center continues to bring new offerings to the community.

Subway the world's largest submarine sandwich franchise, with more than 31,500 locations in 91 countries. Headquartered in Milford, Connecticut, and with regional offices in Amsterdam, Beirut, Brisbane, Miami, and Singapore, the SUBWAY® chain was co-founded by Fred DeLuca and Dr. Peter Buck in 1965. The SUBWAY® brand was ranked the number one Franchise Opportunity and the number one Global Franchise Opportunity in the 2009 edition of *Entrepreneur* magazine's "Annual Franchise 500®" survey, an honor that the SUBWAY® chain has received 16 times in the past 22 years.

J'Marie's Bridal has been a full-service family owned bridal and social occasion attire business since 1976, serving Lincoln and the surrounding communities. J'Maries Bridal by Alfred Angelo carries the largest selection of Alfred Angelo bridal gowns, bridesmaids, flower girls, and special occasion styles in the Lincoln area. From your headpiece down to your shoes, you will receive the highest level of personal service from our highly skilled consultants in a welcoming family atmosphere. J'Maries is a member store of the National Bridal Service and National Prom Association.

Cox Communications The new Cox location will offer products and services that had including bill payment, high-speed Internet modems, digital video set-top boxes and more.

Additional retailers and restaurants open at Shadow Lake Towne Center include American Eagle, Aeropostale, Alltel, Anne Taylor LOFT, Bed, Bath & Beyond, Buffalo Wild Wings, Chico's, Coldwater Creek, Dollar Tree, Borders, Complete Nutrition, Sally Beauty Supply, Top Q Nails, NY & Company, Justice, Dressbarn, Fatburger, Dick's Sporting Goods, Office Max, Hy-Vee, Old Navy, Maurices, Jos A. Banks, Old Chicago, Christopher & Banks, C.J. Banks, Justice, LensCrafters, Famous Footwear, JCPenney, Sephora, Victoria's Secret, Bath & Body Works, Claire's, T.J. Maxx, Red Robin Gourmet Burgers, Gordmans, Sweet & Sassy, Tropical Smoothie Café, Wheatfields, Hallmark, Jos A Bank, Nebraska Brewing Company, Motherhood Maternity, Texas Roadhouse, Lane Bryant, Yankee Candle, Eye Masters, Hy-Vee Gas, Kay Jewelers, Lane Bryant, Portrait Innovations, Best Buy and more.

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About Shadow Lake Towne Center

Shadow Lake Towne Center, jointly developed by The Lerner Company and RED Development, LLC, is based on a town center concept, focusing on a variety of tenant types and convenience. The shopping center provides large format retailers, specialty retailers, restaurants, service providers and convenience retailers all in one location. The interior shopping area is built along a "Main Street" concept and is highly landscaped, featuring amenities like fireplaces, water features and pedestrian gathering areas. At 880,000 square feet, Shadow Lake is the largest outdoor shopping center in the state of Nebraska. The center sits on 127 acres at the southwest corner of Highway 370 and 72nd Street in Papillion, Neb.

Additional Information & Artwork

For more information on SHADOW LAKE Towne Center or RED Development, contact Alicia Peters at 402.319.4556 or apeters@shadowlakeshopping.com.