



CONTACT: Jasmine Bouyer
(214) 891-5817
jasmine_bouyer@richards.com

Saks Fifth Avenue OFF 5TH to Open Store at Park Lane in Dallas

More new stores and eateries set to open this summer

DALLAS (July 7, 2009) — Park Lane, Dallas' latest, premier mixed use development, announced today that Saks Fifth Avenue OFF 5TH ("OFF 5TH") plans to open its newest store, occupying approximately 29,600 square feet, at Park Lane this November. OFF 5TH, known for delivering Saks style at discounted prices, offers value-priced designer clothing and accessories by an unparalleled array of coveted designers. The OFF 5TH store will be located between Dick's Sporting Goods and Nordstrom Rack.

"We're thrilled with the opportunity to open a new OFF 5TH in Dallas," said Robert Wallstrom, President of OFF 5TH. "Park Lane is centrally located with convenient access for our customers, and it also offers a great mix of stores, dining, residents and workers. In this environment, shoppers are incredibly cost-conscious yet still aspire to exclusive labels and brands. We look forward to providing Park Lane shoppers with an impressive selection of merchandise at great values."

The Park Lane OFF 5TH store will be ninth store, and the first in Dallas, to feature the new, modern "luxury in a loft" environment and prototype design that debuted with much success last year. Designed to highlight merchandise and facilitate easy shopping while maximizing efficiency and flexibility, the store will be bright and uncluttered, with no hard aisles and one consistent hard-surface floor throughout. All fixtures will be on casters, ensuring ease of movement, and all hardware will be interchangeable between fixtures. The store will have increased luxury brands and expanded key merchandise categories including fine jewelry, shoes, handbags, sunglasses, and contemporary sportswear.

In addition, previously announced shopping and dining options scheduled to open this summer include Aveda Institute of Dallas, FreshBerry Frozen Yogurt and Café and Bailey's Prime Plus.

Earlier this year, Park Lane opened its first stores with Nordstrom Rack, Dick's Sporting Goods, The Children's Place and Lane Bryant/Cacique. Additional shops and restaurants will continue to open over the next several months, including Village Burger Bar and Gordon Biersch, culminating with Dallas' new flagship Whole Foods Market.

“It is rare to find such a prime selection of shopping, eating and entertainment options all within walking distance of each other in this kind of urban setting in Dallas,” said Tod Ruble, a partner with Park Lane developer Harvest Partners. “And because it also features The Heights at Park Lane residences as well as 350,000 square feet of office space, Park Lane is developing into a vibrant, pedestrian-friendly atmosphere.”

About the newest retailers and eateries

- Saks Fifth Avenue OFF 5TH (www.saksincorporated.com) is the savvy shopper's premier source for value-priced, current designer clothing and accessories, offering customers an exceptional array of both coveted designer names and unique merchandise under the Saks Fifth Avenue label. OFF 5TH places the highest priority on style, selections, and customer service. Park Lane will be the New York-based retailer's second store in the Dallas Metroplex, its sixth store in Texas, and its 54th store nationwide.
- Aveda Institute of Dallas (www.avedainstitutes.com) offers students an opportunity to express creativity and establish a career in the salon industry, and cost-conscious consumers a new alternative for hair and spa services. The Aveda Network is an integrated team of more than 6,500 salons, spas, institutes and stores in over 20 countries worldwide.
- FreshBerry (www.freshberry.net) is a quickly-growing concept created in 2008 by Tulsa-based Beautiful Brands International as a healthy, frozen yogurt option with a fresh, light taste. FreshBerry also offers yogurt popsicles and smoothies. The Park Lane store will be the first of three Dallas locations.
- Bailey's Prime Plus (www.baileysprimeplus.com) restaurant will specialize in prime steak, fresh fish, and traditional steakhouse sides, in an upscale setting with a lively bar scene open for both lunch and dinner. This new concept is being launched by Ed Bailey, who is also the owner of Patrizio's.

About Park Lane

Park Lane (www.parklanedallas.com) is a 33.5-acre mixed-use development located in Dallas that sits across from NorthPark Center. In the equivalent of five city blocks, this \$750 million project offers a unique urban experience and an unbeatable variety of options for the consumer, enhanced by easy car and light rail access, ample parking and wide, pedestrian-friendly sidewalks. Its 700,000 square feet of retail, restaurant and entertainment space will feature Dallas' flagship Whole Foods Market and the only Sports Club/LA in the Southwest. In addition, Park Lane will incorporate 340,000 square feet of office space, as well as Valencia Hotel's newest concept, Hotel Sorella. The Heights at Park Lane, developed by PM Realty Group, offers 325 luxury residences at The Tower, The Flats and The Lofts, making Park Lane Dallas' ultimate live, work, play destination. Once complete, Park Lane will contain more than 2.8 million square feet of total space and anticipates more than 15 million visitors annually.

About Harvest Partners

Harvest Partners (www.harvestpartners.net) is a commercial real estate development firm founded in 2001 to specialize in the identification, development and/or re-development of high-

density, mixed-use urban properties, with a particular focus on retail. The partners, Eliot Barnett, Tod Ruble, Blaine Lee and Bob Baker, have completed well over 18 million square feet of development projects throughout their careers. In addition to Park Lane, other current projects for Harvest Partners include Harbor Point, a 28-acre retail and entertainment development on Lake Ray Hubbard in Garland, Texas, and The Landing, a 46-acre retail/residential development located in Renton (Seattle), Washington that is one of the ten largest shopping centers in the region.

###