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

FIRST STORES OPENED AT PARK LANE

Midtown Dallas' newest shopping neighborhood will feature retail flagships

DALLAS (March 18, 2009) — Harvest Partners, the Dallas-based developer of Park Lane, Dallas' newest and largest mixed use development, announced that shopping will begin on March 19, as the first stores open at this Midtown location. Nordstrom Rack will lead the way on March 19, followed by Dick's Sporting Goods and Lane Bryant/Cacique on April 3, and The Children's Place on April 24. Park Lane will provide the Dallas flagship locations for all of these well-known brands.

"We're thrilled to open a project of this magnitude now, despite the current economic conditions," said Eliot Barnett, managing partner with Harvest Partners. "We're also glad that Park Lane will help boost the local economy by adding hundreds of new jobs to the Vickery Meadow area."

The opening weekend will include a full range of activities. At 8:45 a.m. on Thursday, March 19, Nordstrom Rack will host a "Race Through the Rack" event, with a \$1,000 shopping spree winner. On Saturday and Sunday, March 21 and 22, Dick's Sporting Goods will celebrate its opening with a live fishing demonstration. The Children's Place will have family friendly activities including face painting and balloons, and Lane Bryant/Cacique will offer 20 percent off from Friday, April 3 to Monday, April 5.

"We know North Texans have been curious about all the construction at the corner of Park Lane and Central Expressway, and we are pleased to announce that the wait is finally over," said Tod Ruble, partner with Harvest Partners. "More stores will continue to open over the next few months, leading up to Park Lane's Grand Opening celebration in the fall. With new stores, restaurants and entertainment venues opening regularly, we invite shoppers to come explore Park Lane."

About the Retailers

- Nordstrom Rack (36,000 SF) was developed by Seattle-based Nordstrom, Inc., as the company's off-price retail division for apparel, accessories and gifts for men, women and children, including one of the most extensive collections of name-brand shoes available.

The Park Lane Rack will be the retailer's first store in Dallas and third in Texas. (www.nordstrom.com)

- Dick's Sporting Goods (72,000 SF) based in Pittsburgh, operates about 350 stores in 36 states. The retailer sells sporting goods, everything from brand-name apparel to equipment and footwear. It's also known for its interactive elements such as rock-climbing walls, putting greens and archery lanes. Park Lane will be its first Dallas-area store inside the Interstate 635 loop. (www.dickssportinggoods.com)
- The Children's Place (20,000 SF) based in Secaucus, New Jersey, is a leading specialty retailer of children's merchandise. The company currently owns and operates 909 stores in North America, and Park Lane will be its flagship Dallas store offering both soft and hard goods. (www.childrensplace.com)
- Lane Bryant/Cacique (7,000 SF) based in Columbus, Ohio, is the leader in women's plus size clothing, focusing on trendy plus size clothing and classic fashions for full-figured women. Park Lane will be its new prototype store, which emphasizes Cacique, the company's intimate apparel line. (www.lanebryant.com)

"This property is special because of its location as well as its physical characteristics, and planning it demanded great creativity," said Blaine Lee, partner with Harvest Partners. "We took our time and visited numerous similar mixed use developments around the country with our architects to apply the best ideas at Park Lane."

"Park Lane provides an ideal complement and positive extension to NorthPark Center, one of the nation's most prominent shopping malls, making midtown Dallas the region's most exciting and varied shopping district," said Bob Baker, partner with Harvest Partners. "We are very pleased that these stores are taking advantage of Park Lane's premier location and unique shopping environment."

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.

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