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LIFESTYLE CENTERS®



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New Poag & McEwen Developments

- The Promenade Shops at Orchard Valley | Manteca, CA
- The Shops at Lakemoor | Boise (Eagle), ID
- Highland Row | Memphis, TN
- The Promenade Shops at Clifton | Clifton, NJ
- The Shops at The Polo Club | Chicago (Plainfield), IL

Existing Poag & McEwen Developments

- The Promenade Shops at Dos Lagos | Corona, CA
- The Promenade Shops at Briargate | Colorado Springs, CO
- The Promenade Shops at Centerra | Loveland, CO
- The Shops of Saddle Creek | Memphis (Germantown), TN
- The Promenade Shops at Saucon Valley | Lehigh Valley, PA
- The Promenade Shops at Evergreen Walk | Hartford (South Windsor), CT

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LIFESTYLE CENTER PROJECT OF THE MONTH

The Promenade Shops at Clifton provides local specialty stores
Poag & McEwen Lifestyle Centers
begins construction on 110,000 s/f in NJ

CLIFTON, NJ— Construction has begun on The Promenade Shops at Clifton with an opening planned for Fall 2008. The project is being developed by Poag & McEwen Lifestyle Centers, nationally known as the originator and premier developer of lifestyle centers, in partnership with The Briad Group, headquartered in Livingston.

The Promenade Shops at Clifton promises to be a truly unique shopping experience for the residents of densely populated Northern NJ. The center will be located on Rte. 3 and Allwood Road in Clifton, 1.5 miles east of the Garden State Pkwy. interchange. The 110,000 s/f lifestyle center will feature an appealing mix of national, regional and local retailers and restaurants in a beautiful open-air setting.

"With over 600,000 people residing within a 5 mile radius of the site, The Promenade Shops at Clifton will provide national and local specialty stores with tremendous access to the affluent, northern NJ market," said John Cirillo, VP, market research for Poag & McEwen. "The mass of over 250,000 daytime workers within a fifteen to twenty minute drive offers restaurants an excellent opportunity to succeed."

Located only eleven miles west of Manhattan, the design of The Promenade Shops has been



Town Center

inspired by NYC's metropolitan flavor. The Promenade Shops at Clifton being developed in the high quality tradition of Poag & McEwen Lifestyle Centers, offering shoppers a convenient, safe, outdoor environment for shopping, dining, and gathering with neighbors. The site will be comprised of distinctive and elegant retail buildings surrounding a central plaza. This focal point, with its uniquely designed clock tower, shade structure, fountain, firepit, torchieres, and kiosks, will encourage pedestrian shoppers to linger and enjoy the street life.

The buildings will be set in an urban streetscape, with amenities such as benches, planters, street lamps, and cast-iron tree grates. The elevations are reminiscent of various buildings and storefronts along a NYC street, with varying heights and natural materials, creating an interesting cohesive composition. The high quality,

aesthetic materials that will be used are brick, stone, metal, and glass. Each tenant will provide awnings and/or canopies designed to further enhance the buildings' realism and appeal. Lighting and signage programs have been developed to promote a unified visual image.

"Poag & McEwen is excited to enter the northern NJ market with the development of The Promenade Shops at Clifton in partnership with The Briad Group," said Josh Poag, executive VP, CFO of Poag & McEwen Lifestyle Centers. "With its unique shopping and dining offerings, its convenient location in the heart of northern NJ and its high visibility on Rte. 3, we expect this project to be one of our most successful ever."

The Promenade Shops at Clifton is Poag & McEwen's second project in the Mid-Atlantic States following the opening of The Promenade Shops at

Saucon Valley in Central Valley, PA, in October 2006. As with the Clifton project, The Promenade Shops at Saucon Valley was designed to cater to the lifestyle of the residents of the Lehigh Valley area. With its extensive retail and restaurant offerings, outdoor main street concept, unique architecture, beautifully appointed sidewalk "promenade", fountains, and fire pits, The Promenade Shops has quickly become the premier destination for residents and tourists for shopping, dining and relaxing.

Headquartered in Memphis, TN, Poag & McEwen Lifestyle Centers is the founder and leading developer of the lifestyle center concept in the U.S. Poag & McEwen is credited with being the first to develop a lifestyle center from the ground up with the opening of The Shops of Saddle Creek in 1987 in Germantown, TN, a suburb of Memphis. Since its beginnings in the 1980's, the company has remained focused exclusively on developing and managing lifestyle centers. The company recently expanded into mixed-use developments combining the retail lifestyle center concept with residential and office development.

For information on leasing, call (901) 531-8734 or visit Poag & McEwen Lifestyle Centers at the ICSC New York National Conference in December. ■

Also approved as a Small Business Enterprise
McNally Engineering provides
site engineering services

Combining a special mix of national, regional, and local establishments in a beautiful open-air setting, The Promenade Shops at Clifton promises to be a truly exciting environment located in the heart of northern, NJ's most densely populated areas. Inspired by New York City's metropolitan flavor, the lifestyle center has provided McNally Engineering, LLC with the opportunity to validate, once again, the experience and commitment of the firm's professionals.

McNally Engineering, LLC is a full service civil engineering firm located in Oakland, NJ. McNally Engineering with a staff of over 75 years of combined experience in professional engineering, planning and surveying have guided a large assemblage of commercial, industrial and residential developments.

McNally Engineering, LLC was commissioned to provide all the site engineering services for

The Promenade Shops at Clifton project. Services included:

- Land surveying
- Planning
- Civil Engineering
- Sanitary sewer design
- Stormwater management facilities design
- New utility extensions & connections plan
- Parking design
- Site lightning and landscaping

Matthew A. Greco and John Galdi, managing partners of the firm, and James Nieradka, partner and manager for this project, consider this commercial development a focal point, with a uniquely designed clock tower, distinctive lighting and special amenities designed to encourage shoppers to linger and enjoy the atmosphere.

McNally Engineering, LLC has been recently approved as a Small Business Enterprise (SBE) and pre-qualified once again for the School Construction Corporation program and DPMC. ■

PROJECT TEAM

DEVELOPER/OWNER: POAG & MCEWEN LIFESTYLE CENTERS, LLC

DEVELOPER/OWNER: THE BRIAD GROUP

ARCHITECT: REZTARK DESIGN STUDIO

CIVIL ENGINEER: MCNALLY ENGINEERING, LLC

GENERAL CONTRACTOR: BRIAD CONSTRUCTION SVCS.

LANDSCAPE ARCHITECT: BIOSPHERE, INC.

LANDSCAPE ARCHITECT

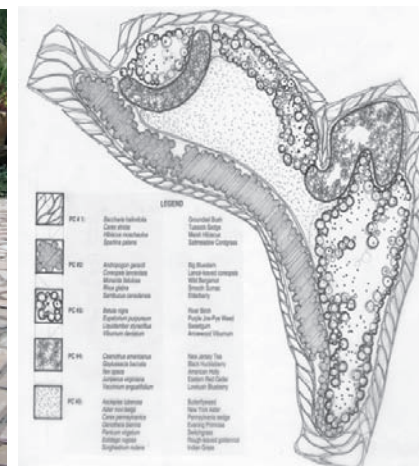
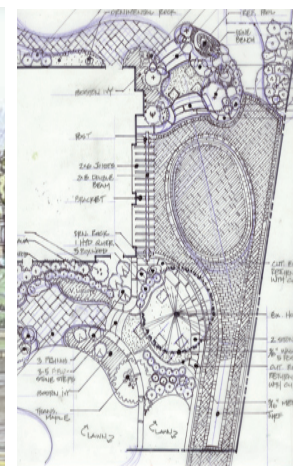
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