



NOBODY DOES IT BETTER

...FASHION OUTLETS BRAND

The Fashion Outlets brand represents the highest form of art in the outlet center industry, with outlet centers in Las Vegas, Niagara Falls and Santa Fe, and two more in development in Chicago and Palm Springs. Fashion Outlets ranks as one of the premier outlet owners in the U.S., owning and operating the highest quality of outlet centers currently operated in the U.S. Each of the centers is uniquely designed and tenanted by the finest, most luxurious retailers in the U.S. and Europe.

Fashion Outlets has created an entirely new concept in outlet center development. Intricate theming, interiors that rival the finest of malls, the most sophisticated marketing in the industry, genuine relationships with the most exciting tenants in the industry, and a true attention to detail are the earmarks of a Fashion Outlets center. Fashion Outlets of Las Vegas is generally considered the most exciting and beautifully themed outlet mall in the country. Fashion Outlets of Niagara has been renovated into an upscale, "regional mall" feeling outlet center. Santa Fe retains the character of its adobe past. The newest center under design, Fashion Outlets of Chicago, will set a new standard for outlet design.

The business plan for Fashion Outlets includes expansion of its high design luxury centers either as ground up or acquisition on a selective basis. The expansion contemplates one or two centers per year. Exclusivity will be the earmark of a Fashion Outlet project

Fashion Outlets of Las Vegas, Primm, Nevada

On September 11, 2000, Talisman Companies purchased a shopping center on the outskirts of Las Vegas, adjacent to the Nevada/California state line. The shopping center, Fashion Outlets of Las Vegas, was 40% occupied with a very tenuous income of less than \$4 Million. Located forty miles outside of the Vegas strip, isolated from the big hotels, and saddled with tenants leaving on a near daily basis, industry outlet shopping center pundits proclaimed the center a doomed and dismal failure. Fashion Outlets of Las Vegas was indeed on the verge of collapse - the owners, Trizec-Hahn had virtually abandoned the center, did not employ a manager or a marketing department, preferring to save the expense, while allowing the center to wander aimlessly. Upon taking ownership, Talisman hired marketing, tourism, and management personnel. The company initiated a \$10 Million, five-year marketing program. Leasing was stepped up, and despite the construction of a new Chelsea outlet in the center of the strip, occupancy climbed to 100%, sales doubled to \$550 per square foot and income now exceeds \$10 Million. Fashion Outlets now ranks in the top fifteen outlets in the United States with a tenant roster that is a who's who of luxury brand retailing. The center was recently voted the best shopping center in Nevada two straight years in a row, beating out the Fashion Show Mall and the Forum Shops. Further, it was recently named the top outlet center in Nevada, while its competitors were not even mentioned.

Fashion Outlets of Niagara Falls, Niagara Falls, NY

The former Prime Outlets of Niagara Falls was purchased out of receivership in 2005 at a price of \$62 million. GMAC, the lender, had foreclosed on the mall in 2004. The center was immediately rebranded as Fashion Outlets of Niagara and the hard work began. A 533,000 square foot outlet mall, it was considered a successful outlet center, but after the purchase by Prime Outlets, the center was neither aggressively leased nor actively managed. By 2005, the occupancy had slipped to 65% and income was \$4.5 million. After purchasing the center, Talisman immediately initiated interior and exterior remodeling. The remodeling included a new exterior, a LED Jumbotron, new interior features including remodeling of the storefronts, exciting sculptures within living room type of sitting areas, and the replacing of ceiling and flooring. Within thirty months of purchase, sales have now achieved \$800 per square foot, income has tripled to \$12.6 million, and is expected to climb to \$16 million, and occupancy now stands at 90%. The mall has received rave reviews. In both situations Fashion Outlets turned around two "dead" centers, tripled income, with the expectation of more to come, and in the process increased the residual equity of the two centers by \$150 million. How? The answer lies in the marketing and leasing team assembled by Fashion Outlets. A marketing team headed by Ann Ackerman, a long time ideal leader in outlet marketing, was created including two tourism directors, three marketing directors and a tremendous support team. No other outlet company in the country possesses this depth of staff and the creative expertise surrounding its personnel. No other company has invested the money necessary to create the infrastructure to market so effectively. We call it focus.

AWE Talisman, under the guiding hand of the well known and highly respected Arthur Weiner, creatively leases and positions tenants. Extensive thought and care are given to retail zones, especially with luxury tenants, since the "neighborhood" and "neighbors" create retail synergy. Mr. Weiner is recognized as the foremost luxury brand leasing representative in the country. Please view AWE Talisman Leasing. When marketing and leasing are combined with superior operating and design creativity, the ultimate product becomes the envy of the outlet industry. Nobody does it better.

