

August 30, 2007
For Immediate Release:

Eddie Bauer and Fannie May Added to Heritage Square Roster

Mishawaka, Ind. – Holladay Properties today announced more additions to the Heritage Square Shopping Center: Eddie Bauer and Fannie May.

Eddie Bauer will bring its casual clothing line to the center, moving from its old location in University Park Mall. Gary Shimada, Director of Leasing for Eddie Bauer, said of the change, "Having new neighbors like Coldwater Creek and White House/Black Market keeps us more in line with our own customer base. This will be a convenient, easy place for our customers to shop for the kinds of products they want."

The new Eddie Bauer store will comprise 5,041 square feet, and feature a new, prototype design, with an updated dressing room design, modified register placement, and other new interior elements. Product lines will have a greater emphasis on outdoor apparel, as well.

In addition to the famous clothier, Fannie May will bring sweet treats to the community with its location in Heritage Square. With 1200 square feet of space adjacent to the new Lily's boutique and Salon Nouveau, Fannie May will feature its well-known chocolates and desserts, along with a new line of super-premium, hand-scooped ice cream, and ice cream novelties.

Edward Fitzpatrick, Vice President of Operations at Fannie May, noted, "Heritage Square will give our customers easy access to decadent treats, whether they stop in while shopping at other Heritage Square stores, or on their way home from work."

Manette Tepe, Senior Vice-President for Development of Holladay Properties, said, "Eddie Bauer and Fannie May will make great additions to the Heritage Square lifestyle center. We continue to expand our variety of product offerings at this growing retail center, and having these well-known brands here will cater well to our customers."

Both shops are scheduled to open in May 2008.

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About Holladay Properties

Founded in 1952, Holladay Properties has grown and diversified from the construction of single-family tract housing to become a full-scale land development company, design/build firm and fully integrated real estate company. With more than 250 full time associates and offices in six major metropolitan areas, Holladay Properties has completed a comprehensive array of projects throughout the country, with their newest initiative, the establishment of a retail development division based in Cincinnati, OH. Other retail locations under development include Lakeshore Point, Portage, IN; Seventy West, Indianapolis, IN; and Portage Prairie, South Bend, IN.

Once completed, Holladay Properties' Heritage Square, a 230,000 square-foot open-air shopping center, will have the perfect blend of upscale retail, restaurants, cafes, and personal services, making it Michiana's newest and most distinctive shopping experience. For more information, visit www.shopheritagesquare.com.

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