

THE  
**SHOPS**  
OF GRAND RIVER

DISTINCTIVE OUTLET SHOPPING

**FOR IMMEDIATE RELEASE**

**THE SHOPS OF GRAND RIVER PARTNERS WITH JUNIOR LEAGUE AND EXPANDS TENANT ROSTER**

*Momentum Builds as an Additional Ten Brands Join the Distinctive Store Lineup*

Birmingham, Ala. (September 10, 2010) – The Shops of Grand River has been named the Title Sponsor of the Junior League of Birmingham’s *Shop Save & Share* fundraiser program. Proceeds from *Shop Save & Share* benefit the Junior League and its 30 community projects in the areas of health, education, financial stability and safety and crisis intervention. The sponsorship is another example of how The Shops of Grand River embraces the environment and is creating partnerships to benefit the surrounding community in which it serves.

As momentum builds toward Grand Opening, The Shops of Grand River also announced today that 10 additional tenants will join the distinctive and growing lineup at the outlet center. The new stores include: Kenneth Cole, DKNY, Allen Edmonds, Cosmetic Company, Kitchen Collection, Claire’s, Sunglass Warehouse, Learning Express, Red Mango, and Old Farmer’s Almanac. Additional announcements are expected as the roster continues to expand in advance of Grand Opening.

The Shops of Grand River distinctive outlet center is scheduled to open October 28<sup>th</sup> with a four-day Grand Opening Celebration. The weekend will feature a packed schedule of events, including special promotions, prize giveaways, live music, live animals, VIP appearances, fashion shows, face painting, balloon art, Halloween Costume Contests, and more! The detailed event schedule will be released in October.

For those seeking employment, a job fair will be held Friday, September 17th, from 9:00 a.m. to 6:00 p.m. at the Cahaba Grand Conference Center on Highway 280, to fill approximately 650 jobs for the initial 330,000-square-foot phase of the outlet center.

The Shops of Grand River is a joint development between Daniel Corporation, USS Real Estate, and The Retirement Systems of Alabama. For more information about The Shops of Grand River, visit [www.shopsofgrandriver.com](http://www.shopsofgrandriver.com).

### **ABOUT THE SHOPS OF GRAND RIVER**

The Shops of Grand River is a 330,000-square-foot outlet retail destination featuring an exciting array of distinctive brands. The diverse tenant mix includes Brooks Brothers, Polo Ralph Lauren, Tommy Hilfiger, Nike, Banana Republic, Gap, Aéropostale, Vanity Fair, Izod, Bass, Van Heusen, Talbots, Chico's and many more.

Situated along the I-20 growth corridor between Birmingham and Atlanta in Historic Leeds, Alabama, The Shops of Grand River is located at Exit 140, along with world-class amenities such as Bass Pro Shops Outdoor World & Nature Park, Barber Motorsports Park, Barber Vintage Motorsports Museum, and the Porsche Sport Driving School. The project will complement the explosion of activity at the interchange, which currently attracts more than 3 million visitors annually. The project is an economic boon for the area, with a capital investment of \$127 million and the creation of 650 jobs.

Grand River is a 6,500-acre master-planned community that brings together inspired residential neighborhoods with convenient shopping, entertainment, business, commerce, and world-class sporting and recreation, set against the picturesque landscape of the Cahaba River Valley. Grand River is a joint development between Daniel Corporation and USS Real Estate and is the first community in Alabama to become a registered member of the Audubon International Gold Signature Program. Audubon International works with communities and developers to encourage and promote the principles of sustainable development. The Shops of Grand River is a living example of this approach and has incorporated a variety of measures designed to protect and sustain the land, water, wildlife, and other natural resources surrounding the project.

### **ABOUT DANIEL CORPORATION**

Founded in 1964, Daniel Corporation ([www.danielcorp.com](http://www.danielcorp.com)) is an innovative, full-service real estate organization engaged in the development, acquisition, and management of commercial office, multi-family, residential, urban mixed-use and senior living properties. These activities have resulted in a substantial and diverse portfolio. Headquartered in Birmingham, Al., with a regional office in Atlanta, Ga., Daniel Corp. currently focuses on markets in the Southeast and Mid-Atlantic states. Daniel Corp.'s broad range of real estate expertise and fiduciary tradition enables the company to respond with the flexibility and timeliness demanded by the real estate industry.

### **ABOUT USS REAL ESTATE**

USS Real Estate, a division of United States Steel Corporation develops and manages various real estate assets including holdings in Alabama, Illinois, Michigan, Minnesota, and Maryland. In addition to joint developments with Daniel Corp. on Grand River and Ross Bridge, USS has other ongoing communities in the Birmingham area including Trace Crossings, The Preserve, Oxmoor, and Hillsboro.

### **ABOUT JUNIOR LEAGUE OF BIRMINGHAM**

The Junior League of Birmingham, Ala., Inc. is an organization of nearly 2,700 women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. For more information about the Junior League of Birmingham please visit [www.jlbonline.com](http://www.jlbonline.com).

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