

# First Tenants at the King of Prussia Town Center Open; JBG Companies Announce the Center is 80% Leased

**King of Prussia, Pa. – (August 8, 2016) –** <u>The JBG Companies</u>, the real estate investment, development and management firm behind the highly-anticipated **King of Prussia Town Center** announces it is currently 80-percent leased as its first tenants open in July. The 260,000 square-foot upscale outdoor lifestyle center will offer a robust mix of desirable dining, retail and service providers to the growing Montgomery County destination.

"We are extremely pleased that such esteemed and notable brands have recognized the vision for this unique destination and decided to make King of Prussia Town Center their new home," said Tom Sebastian, senior vice president of development at The JBG Companies. "We are thrilled to officially welcome our first tenants to the Center and see visitors from near and far already enjoying its unique offerings. We anticipate the Center will quickly become a part of the everyday lives of the area's residents, workers and visitors alike."

Since construction commenced in May, 2015, 19 leases have been finalized, making up 205,666 squarefeet in total. Individual businesses within the lifestyle destination center have begun to open, with construction set to be fully completed by spring 2017. The first locations to open are <u>Ulta Beauty</u> (July 8), followed by <u>Fogo de Chao</u> upscale Brazilian churrascaria steakhouse (July 21), and <u>L.A. Fitness</u> opening on August 4. <u>Davio's Northern Italian Steakhouse</u>, <u>b.good</u>, <u>Naf Naf Grill</u> and <u>REI</u> are scheduled to open in mid- to late- August followed by <u>City Works Restaurant & Pour House</u>, <u>Hair Cuttery</u>, <u>Paladar</u> <u>Latin Kitchen & Rum Bar</u> and <u>Road Runner Sports</u> in September. A full list of tenants and projected opening dates can be found below.

Outdoor experiences are the pinnacle of the lifestyle center, which is centered around a *Town Square*, a communal green space which will be activated with free events and programming. Designed by <u>LandDesign</u>, decorative water features and a 60-foot-long wall of fire will add to the experience of outdoor shopping, dining and entertainment at the Center.

"We sought to curate a mix of retailers and restaurants that address the modern demands and diversity of consumers' ever-evolving appetite for unique experiences, offerings and products," continued Sebastian. "We have been very strategic in working to find a healthy, complementary mix of businesses to create a Center that brings a unique community gathering space to this evolving destination."

The pedestrian-friendly atmosphere channels an experience found in a downtown urban environment – where patrons can find a balanced mix of offerings – from familiar national favorites like Ulta Beauty and L.A. Fitness—to independent specialty shops and unique dining concepts like Paladar Latin Kitchen & Rum Bar and Founding Farmers.

The newest addition to the center's robust dining lineup is **MISSION BBQ**. Announced today, MISSION BBQ's spring 2017 opening at the King of Prussia Town Center will mark its fifth location to open in Pennsylvania. The two friends and owners of MISSION BBQ traveled from Texas to Kansas City, and from

the Carolinas to St. Louis, to uncover the best-kept secrets for the tastiest barbeque cuisine. Opening its doors in 2011, on the tenth anniversary of the day that changed the world forever, MISSION BBQ's purpose is not only to serve its customers fresh meals, but to create a patriotic dining experience that reminds people what it is that makes America great –its heroes, all the brave men and women to who protect and serve our country every day. The dining area is decorated with American tributes donated by heroes themselves, and every day at lunch, the restaurant stands at attention to honor our Country by singing the National Anthem.

"For almost five years, Bill and Newt have traveled the country learning the secrets of America's greatest cuisine: BBQ," said Linda Dotterer, brand ambassador for MISSION BBQ. "We are excited to open a new restaurant at the King of Prussia Town Center early next year. We are looking forward to being a part of this great community and continuing our Mission to Serve Those Who Serve."

The King of Prussia Town Center is located at 200 W Main St, King of Prussia, PA 19401. For real-time updates and information about the Center, follow us on <u>Facebook</u>, <u>Twitter</u> and <u>Instagram</u>.

## A full list of tenants, and projected openings dates can be found below:

<u>Ulta Beauty --</u> the leading authority on beauty carrying premier cosmetic, hair and fragrance brands, opened its doors on July 8, 2016.

Fogo de Chao – the unique upscale Brazilian churrascaria steakhouse that offers a robust selection of fire-roasted meats served tableside, opened to the public on July 21, 2016.

L.A. Fitness – the leader in the thriving health & wellness sector that focuses on the one lifelong benefit valued by everyone- good health, officially opened on August 4, 2016.

<u>b.good</u> – started by two friends who were tired of eating unhealthy fast food, b.good makes fast food "real" by providing sustainably-sourced ingredients prepared in a responsible way by people, not factories. b.good will open its doors in mid-August, 2016.

<u>Naf Naf Grill</u> –an award-winning restaurant company on a mission to popularize the best staples of Middle Eastern food through premium, fresh organic ingredients. Naf Naf Grill is set to open in mid-August, 2016.

<u>Davio's Northern Italian Steakhouse</u> – using fresh, handmade ingredients, award-winning chef Steve DiFillippo highlights regional Italian foods with a focus on the grill. Davio's is scheduled to open in late August, 2016.

<u>REI</u> – whether you're new to outdoor adventure or a seasoned pro, REI makes it easy to find the gear, equipment and apparel you need to help get out and get moving. REI is set to open in late August, 2016.

<u>Hair Cuttery</u> -- providing quality services for over 30 years, the popular hair salon offers professionalgrade haircare products, a full-service menu and value package and is committed to offering the highest quality service. Hair Cuttery is expected to open in early September, 2016. <u>City Works</u> – one of the largest and best beer bars and restaurants in the US with 90 local and global craft beers on tap, the Minneapolis-based concept pairs first class American food with an upbeat and vibrant environment. City works is expected to open in early September, 2016.

<u>Road Runner Sports</u> – the world's largest running store brings top-branded running shoes, fitness gear, activewear and nutrition products to customers looking to live a well-balanced, healthy lifestyle. Road Runner Sports is expected to open in late September, 2016.

<u>Paladar Latin Kitchen & Rum Bar</u> – derived from the Cuban word for family-owned business, Paladar is a fresh, colorful and fun Latin American restaurant experience inspired by Central & South America, Cuba and the Latin Caribbean that features an approachable menu and more than 75 selections of rum. Paladar Latin Kitchen & Rum Bar will open in late September, 2016.

<u>Nordstrom Rack</u> -- the accessible retail division of Nordstrom Inc. giving shoppers the designer brands they want at a reduced price. Nordstrom Rack is set to open in early October, 2016.

<u>honeygrow</u> –founded in Philadelphia, the fast-casual concept brings people together over quality, wholesome and simple foods that promote healthy lifestyles through a farm-to-table approach that supports local growers. honeygrow will open in late October, 2016.

<u>WSFS Bank</u> -- Penn Liberty Bank prides itself in having a strong local presence providing a complete array of banking services exclusively to individuals and organizations located within the Greater Philadelphia region. Penn Liberty Bank will open its doors in early November, 2016.

<u>PNC Bank</u> – For more than 160 years PNC Bank has been offering Americans a wide range of financial services from individuals and small businesses, to corporations and government entities. PNC Bank is set to open in mid-October, 2016.

<u>Starbucks</u> – Founded in 1971, Starbucks has become an international name serving customers high quality brews, other premium drinks, and delectable foods in their full coffee house experience. Starbucks will open in early November, 2016.

XFINITY Premier – Xfinity Premier is the not a traditional service store- the next-generation Xfinity store invites customers to try new products first hand, as well experience new features from Comcast in an inviting atmosphere, while still offering trouble shooting assistance with any technical problems. XFINITY Premier will open to the public in February, 2017.

<u>Mission BBQ</u> – devoted to creating the best BBQ entrees, Mission BBQ's purpose is not only to serve its customers fresh meals, but to create a patriotic dining experience that reminds people what it is that makes America great –its heroes, all the brave men and women to who protect and serve us and our country every day. Mission BBQ is set to open in March, 2017.

<u>Founding Farmers</u>— Skyrocketing to popularity, the farmer-owned restaurant concept is dedicated to offering fresh, high-quality ingredients grown with care by the more than 40,000 farmers, and hundreds of family farms nationwide, who own a stake in the restaurant. Founding Farmers is scheduled to open in July, 2017.

#### About The JBG Companies:

Headquartered in Chevy Chase, Md., The JBG Companies is a private real estate investment firm that develops, owns and manages office, residential, hotel and retail properties. The company has more than \$10 billion in assets under management and development, primarily in the Washington, DC area. Since 1960, JBG has been active in the areas where it invests, striving to positively impact local communities. For more information, please visit www.JBG.com or find us on Twitter @TheJBGCompanies and Facebook facebook.com/TheJBGCompanies.

## About King of Prussia Town Center

King of Prussia Town Center is a 260,000 square foot retail and dining destination by The JBG Companies, a leader in the ownership, development, management and leasing of retail and retail-driven mixed-use properties in the Mid-Atlantic region. The King of Prussia Town Center will feature a mix of signature national retailers and unique restaurants. Located in King of Prussia, PA adjacent to the iconic King of Prussia Mall and the new 140,000 square foot Wegmans grocery store, this one-of-a-kind, lifestyle-oriented shopping and dining locale will include over 1,200 parking spaces for its 17 buildings, and will feature LA Fitness, REI, Nordstrom Rack and more. The Town Center will be open to the public beginning in July, 2016.

###

### Contact:

Allie Seifert, Cashman & Associates allie@cashmanandassocaites.com 215.627.1060 (o) | 610.662.6172 (m)

Laura Krebs Miller, Cashman & Associates laura@cashmanandassociates.com 215.627.1060 (o) | 610.715.1096 (m)