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THE SHOPS AT ANAHEIM GARDENWALK
WINS U.S. MARKETING AWARD FROM ICSC

NEW YORK (March 5, 2010) – In keeping with its tradition of recognizing and honoring the premier marketing, community outreach, sales promotion, and visual merchandizing efforts within the retail real estate industry, the International Council of Shopping Centers, Inc. (ICSC) is pleased to announce that it has awarded The Shops at Anaheim GardenWalk, Anaheim, Calif., with a Gold U.S. MAXI Award in its annual MAXI Awards competition. The ICSC U.S. MAXI Awards honor and recognize the premier marketing, community outreach, sales promotions and visual merchandizing programs undertaken solely with the U.S. by U.S.-based retail real estate professionals and companies. These awards not only enhance and compliment the other industry regional award programs currently offered by ICSC but provide information and insight to the entire retail real estate industry on what it takes to achieve the highest level of recognition in marketing and specialty leasing within the U.S. [Editor’s note: For complete information on these awards and the winners in these awards, visit www.icsc.org/maxiawards].

The Shops at Anaheim GardenWalk won its award in the Cause Marketing category, which recognizes a single or ongoing event, program, or project that involved the cooperative efforts of a shopping center or company and a charitable or community need, interest, or cause, for its “Anaheim in Motion: History Comes to Life” campaign. The campaign was an innovative partnership between 35 community organizations and schools, along with the The Shops at Anaheim GardenWalk, which used the vacant space at the center to create 20 large murals depicting the diverse and dynamic history of Anaheim. The Shops at Anaheim GardenWalk is owned by Anaheim GW II, LLC and managed by Excel Realty Holdings, LLC.

Professional recognition for this award was given to The Shops at Anaheim GardenWalk’s Kelly Weesner, director of marketing; Kellie Ciccoianni, marketing manager, and Nathan Hilbig, general manager; as well as Janet Lee, creative/executive director, Volunteer.

Winners in the ICSC U.S. MAXI Awards program were announced during the 2010 Fusion Conference, ICSC’s premier conference for shopping center marketing and specialty leasing professionals, on March 2, 2010 at the Sheraton Chicago Hotel and Towers in Chicago, Ill.

In addition, The Shops at Anaheim GardenWalk, along with winners from other regional marketing programs, is now finalists in ICSC's Global Awards competition, the *Best-of-the-Best*, and is eligible to be named the most outstanding example of shopping center marketing within the retail real estate industry. ICSC's *Best-of-the-Best Awards* honors and recognizes the most outstanding examples of shopping center design and development, sustainability, marketing, and community service worldwide. The winners of the *Best-of-the-Best Awards* will be announced during RECon, ICSC's annual convention in Las Vegas, Nevada, May 2010.

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 60,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials.

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