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Greenway Station® Announces New Stores for 2009

Two New Retailers Will Open in Spring 2009

MIDDLETON, Wis. (February 6, 2009) - RED Development, LLC, announces new retailers at Greenway Station® Shopping Center. Two new businesses, including Coldwater Creek and Jump and Shout Play Center are scheduled to open in April. Additionally, Endurance House will be re-locating to a larger space at the shopping center.

Specialty retailer **Coldwater Creek** is scheduled to open in a 6,033-square-foot location this April and will be located near Bath & Body Works along the shopping centers main street, Deming Way. Coldwater Creek specializes in women's clothing, jewelry and shoes, as well as gift items and home furnishings, through catalogs, and stores and online.

Coldwater Creek began in 1984 as a home business with only one phone, an extra-long cord, a closet stuffed with merchandise and a fierce determination to set new standards for mail order service. Today, they have about 10,000 employees and the home office has grown to a 20-acre campus surrounded by broad mountain vistas. Their east coast operations center in Mineral Wells, West Virginia, ships packages to their large base of customers, while also replenishing their stores from coast to coast.

Jump and Shout Play Center, a children's indoor active play experience, is projected to open in April at Greenway Station. The 8,993-square-foot venue will be located next to Archiver's.

Designed as a high-energy entertainment venue for families with children up to 12 years old, Jump and Shout Play Center will offer a safe, clean and fun environment, encouraging active play on indoor gym sets and inflatable bouncing toys with a number of video music games and other high tech amusements for both children and their parents.

Special party packages will be available for hosting birthday gatherings in designated areas and other services will provide options for parents to drop off their children while they shop or dine at the shopping center. Parents are also invited to stay and relax in a lounge complete with a cafe and televisions.

Endurance House, a unique retailer aimed at promoting the growth and development of endurance sports, is scheduled to relocate to a larger space at Greenway Station this April. Endurance House specializes in equipment, apparel and services for running, swimming and triathlons.

Endurance House opened at Greenway Station in January of 2007 and offers a full line of performance apparel and accessories including high-end running shoes; triathlon gear such as helmets, gloves and tires; and swimming equipment like swimming and wet suits, goggles and kickboards.

Endurance House will relocate from their current 1,210-square-foot store to a 2,441-square-foot location near Portrait Innovations. In their new space, they will carry a second line of triathlon bicycles, provide an area for bicycle fitting and maintenance and add an additional Fit Station for their Foot Strike Analysis service.

"I'm looking forward to expanding into a space where we can better utilize the square feet towards our customers needs" said Jamie Osborn, owner of Endurance House. "We are happy to be able to offer more of the products and services our guests enjoy."

More than just a store, Endurance House offers specialized services to help improve participants' performance. Guests can take advantage of an additional, one-of-a-kind fit analysis for running

shoes called Foot Strike Analysis. This unique service utilizes the latest motion-capture software and high-end digital video recording to ensure proper fit and reduce the risk of running-related injuries. Foot Strike Analysis is a free service suitable for guests of all ages and ability levels.

Additionally, guests and staff will also have the opportunity to participate in group training programs and learn from each other through educational forums such as “Triathlon 101” clinics held in-store.

For additional information about Endurance House, please visit www.endurancehouse.com or call 608.836.9084.

For more information on Greenway Station, visit www.greenwayshopping.com.

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About Greenway Station®

Greenway Station, a joint effort between RED Development and Greenway Properties, is a 325,000-square-foot, open-air lifestyle center. Located along Greenway Boulevard and U.S. Highway 12/14 on 51 acres in Middleton and just 10 minutes west of downtown Madison, Wis., Greenway Station is the first shopping center of its kind in the area, combining unique shopping, entertainment and dining with strolling walkways and extensive landscaping. For additional information on Greenway Station, visit www.greenwayshopping.com.

About RED Development, LLC

RED Development, LLC, formed in 1995, has co-headquarters in Kansas City, Mo. and Scottsdale, Ariz. RED develops, leases, manages and owns shopping centers throughout the nation. RED has more than 30 centers open, in development or under construction, totaling more than 19 million square feet. The company primarily focuses on open-air, lifestyle centers and destination retail and entertainment developments. To learn more about how RED is “REDefining” retail and entertainment development, visit www.reddevelopment.com.