

FOR YOUR INFORMATION

Contact: Linda McIntosh  
THE FORBES COMPANY  
www.theforbescompany.com  
248 643 6360

**THE FORBES COMPANY AND ITS PENCHANT FOR LUXURY RETAIL IN FLORIDA:**

The world's finest retailers and dramatic architecture come together in landmark properties

SOUTHFIELD, MICHIGAN — The Forbes Company is a developer of award-winning luxury shopping centers, and as of January 2008 owned and managed more than 4.5 million square feet of retail and dining space in three acclaimed properties in Florida and one in Michigan.

The Forbes Company brings the best of the retail world into environments that are architecturally significant in their use of the finest materials and breathtaking aesthetics. Combined with remarkable events and deluxe customer amenities, these shopping and dining experiences are nothing short of superb.

A paradigm of The Forbes Company property portfolio —The Mall at Millenia in Orlando, The Gardens Mall in Palm Beach Gardens, Waterside Shops in Naples, and University Town Center (in development with a 2010 planned opening) in Sarasota; and Somerset Collection in Troy, Michigan — complement their respective communities with extensive use of native materials, and take design inspiration from important, nearby natural or manmade landmarks. It is about perfection that results in indisputable function as well as superb design. No wonder, then, that the Company remains selective in the products it has chosen to develop

As the Company's portfolio grows, its traits of distinction and ideals will continue to guide each step of the development process. Beyond brick and marble, glass and stone, landscaping and innovative water features, each center has a definitive, dynamic personality that engages consumers. It flirts with their senses, captivates and arouses their curiosities, and excites and satisfies their desires.

Nowhere is this more evident than in its Florida developments. "We are consistently awed by the phenomenal growth of the luxury market in Florida, and the vibrancy of the communities in which we operate," explains Nathan Forbes, managing partner of The Forbes Company.

Forbes adds, "Florida's global demographics and sophisticated residents generate opportunities for us to bring best of class retailing in an architecturally harmonious environment that creates a true luxury shopping destination."

"There continues to be strong employment growth which drives our economic model and provides developers and retailers with opportunities for future expansion. Due in part to continued sales per square foot growth and an influx of population growth; Florida remains a hub of opportunity for our company. Our development mantra continues to focus on unique to market fashion oriented department stores, best of class in all merchandise categories with the focal point on luxury and designer brands, a critical mass of fine restaurants that function as an anchor, and award-winning architectural design that creates a subliminal mindset with our consumers that allows them to express their creativity through shopping choices. Because ultimately, " as Mr. Forbes says, "it is the success of our retailers by which we are measured. "

### **About MALL AT MILLENIA**

Since its opening in 2002, the 1.2 million-square-foot shopping and dining destination immediately became the region's preferred address for luxury, international retail, and elevated the profile of the Orlando region as one of the country's leading fashion markets.

Well-heeled Central Florida residents and a chic global clientele alike satisfy their cravings for luxurious apparel, finely crafted footwear and accessories, and spectacular jewelry, not to mention superb cuisine and premium cocktails from Mall at Millenia's anchors — Neiman Marcus, Bloomingdale's and Macy's, and its 150 stores and restaurants including Chanel, Gucci, Louis Vuitton, Tiffany & Co., Burberry, Jimmy Choo, Salvatore Ferragamo and Cartier, plus David Yurman, Montblanc, and eight sit down restaurants.

Further, Mall at Millenia's Concierge is fully staffed with multi-lingual professionals, and offers on-site foreign currency exchange and shipping services to anywhere in the world.

And like the other properties in The Forbes Company portfolio, Mall at Millenia is architecturally striking, from the palm tree promenade at the valet entrance and vaulted end-to-end skylights reaching a height of eight stories, to innovative water and light technology, including twelve 10-foot tall LED screens atop 35-foot masts circling the terrazzo-tiled grand court which broadcast current fashion and cultural presentations.

The center's Web address is [www.mallatmillenia.com](http://www.mallatmillenia.com).

### **About THE GARDENS MALL**

The Gardens Mall is a 1.45 million-square-foot shopping experience designed to entice the sophisticated consumer and seasonal visitor on the Florida Gold Coast in prestigious Palm Beach County. Opened in 1988 and renovated in 2007, the center is anchored by Nordstrom, Saks Fifth Avenue, Bloomingdale's, Macy's and Sears, and includes 160 stores and restaurants including Chanel, Gucci, Louis Vuitton, Tiffany & Co., Burberry, Stuart Weitzman, Montblanc, Hamilton Jewelers, Ralph Lauren, and four sit down restaurants.

Arrival at The Gardens Mall is nothing short of dramatic with its handsome refinished entry pavers, tiered fountain, and two illuminated frosted glass pylons, only hinting at the center's breathtaking interior.

Inside, soaring skylights allow natural light to flood the gleaming shopping corridors and commons areas where luxurious touches such as sumptuous cherry wood, stainless steel and natural stone create a modern environment that is spacious and comfortable. All of this forms the ideal backdrop from which to display the Gardens' collection of fine sculpture from four world-renowned artists: "Diana" by Albert Wein, "Newborn" by William Zorach, "Maya" by Wheeler Williams, and "Leaping Gazelle" by Marshall Fredericks.

The center's Web address is [www.thegardensmall.com](http://www.thegardensmall.com).

### **About WATERSIDE SHOPS**

Opened in 1992, Waterside Shops was completely redeveloped in 2006 by The Forbes Company into the only true luxury-shopping destination on Florida's affluent Gulf Coast. In addition to façade improvements, 30,000 tropical plants and flowering shrubs were planted, as was the Royal Palm promenade. Also added were fountains, walkways, and a 550-foot long hand laid rock wall punctuated with special water features cascading into a reflection pool. Beautiful during the day, Waterside Shops is a must see come sunset, as dramatic lighting features and illuminated sculptural columns punctuate the azure sky.

The 370,000-square-foot center, anchored by Saks Fifth Avenue and Nordstrom, includes 60 specialty boutiques and dining options including Hermes, Gucci, Louis Vuitton, Tiffany & Co., Burberry, Ralph Lauren and Max Mara, plus Yamron Jewelers and Cartier, as well as four sit down restaurants.

The center's Web address is [www.watersideshops.com](http://www.watersideshops.com).

### **About THE SOMERSET COLLECTION**

Somerset Collection in Troy, Michigan, is the only luxury shopping destination between Chicago and the East Coast, drawing visitors from across the state, northern Ohio and Indiana, as well as from Ontario, Canada.

Located in affluent Oakland County — one of the wealthiest in the nation — Somerset Collection is anchored Neiman Marcus, Nordstrom, Saks Fifth Avenue and Macy's.

Somerset has been expanded since its 1969 opening, and today spans 1.44 million square feet. The 500,000-square-foot Somerset South is connected to the 940,000-square-foot Somerset North via an enclosed 700-foot long enclosed moving skybridge spanning Big Beaver Road in Troy, Michigan.

The interior spaces are resplendent with polished marble, fine woodwork, soaring atria, captivating fountains and fine sculpture, including the iconic, Finnish-made Sorvikivi Floating Stone fountain.

Among its 180 stores and restaurants, the majority of which are exclusive to the metro Detroit area, the state and surrounding region, are Gucci, Louis Vuitton, Tiffany & Co., Burberry, Salvatore Ferragamo, Ralph Lauren, Max Mara, Stuart Weitzman and St. John, and five sit down restaurants.

The center's Web address is [www.thesomersetcollection.com](http://www.thesomersetcollection.com).