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Media Contact:

Danaria Farris McCoy
dfarris@servicestarusa.net
720-529-2829 (office)
303-579-6773 (mobile)

FIRST-OF-ITS-KIND SHOPPING CENTER ANNOUNCES MOVIE THEATRE ANCHOR

The Grand Theatre coming to Freedom Crossing at Fort Bliss in El Paso, Texas

DENVER, COLO. – January 26, 2010 – Freedom Crossing at Fort Bliss, the first-ever, open-air shopping center to be part of a United States military installation, is pleased to announce that Southern Theatres will open The Grand Theatre at the new retail destination.

Southern's Grand Theatre will join the Post Exchange (PX) and Commissary as anchors of the new shopping center opening fall 2010 on Fort Bliss, Texas. The Grand Theatre at Freedom Crossing will include 10-screens, 35,453 square feet, and over 1,700 seats with plans for future expansion. Featuring high back stadium seating, the latest in digital projection including 3D capabilities, wall-to-wall screens, and expanded concessions, the theatre will offer an unrivaled movie going experience to the El Paso military and civilian community.

"The Grand Theatre at Freedom Crossing will create a one-of-a-kind movie experience on a military installation," said George Solomon, Chief Executive Officer, Southern Theatres, LLC, operator of The Grand Theatre. "We are bringing the latest movie theatre technology and entertainment into the rapidly growing Fort Bliss community, and directly to the soldiers, retirees and family members, who deserve the best".

Fort Bliss is undergoing significant expansion under the Base Realignment and Closure Act of 2005 including \$4.8 billion in fully funded construction that is already under way. By 2012, the Fort Bliss community is expected to grow by more than 60 percent and reach a population of 127,000, including Army personnel, military families, National Guard, reserves and retirees.

The Army & Air Force Exchange Service (AAFES) and ServiceStar Development Company have teamed, in a public-private venture, to offer national, regional and local retailers the unique opportunity to privately operate within a shopping center on a military installation. In addition to The Grand Theatre at Freedom Crossing, traditional Post Exchange and Commissary, the open-air center will feature premium branded specialty retail offerings including apparel, jewelry, sporting goods and several full service restaurants.

"The expansion of Fort Bliss created an opportunity for us to revolutionize the shopping experience for the men and women who serve our country," stated Joe Giuffreda, Vice President, AAFES. "With the addition of The Grand Theatre, Freedom Crossing will provide a gathering place for families and friends to get together, shop, dine and enjoy entertainment unlike ever before."

Current annual sales at Fort Bliss are \$175 million. With the addition of Freedom Crossing at Fort Bliss, annual sales are projected to exceed \$350 million. The \$100 million retail center will have a gross leasable area of 455,875 square feet. Fort Bliss is currently the second-largest employer in El Paso, with

an estimated 900 jobs to be created at Freedom Crossing at Fort Bliss. When complete, it is projected that Freedom Crossing will generate \$5.5 million in annual sales tax revenue for the City of El Paso, Texas.

Offering convenience and supporting an already strong sense of community, Freedom Crossing at Fort Bliss will enhance the lifestyle of Army personnel, military families, National Guard, reserves and retirees who work and live on or around the Post. The daytime population of Fort Bliss will reach 49,000 by 2012. The new retail destination will play host to community celebrations and events throughout the year and will feature such amenities as a children's play area, outdoor dining areas and free wireless internet access.

Retailers interested in learning more about the space available at Freedom Crossing at Fort Bliss should contact David, Hicks and Lampert Brokerage at (303) 694-6082 or info@dhlb.com.

For more information about Freedom Crossing at Fort Bliss, please visit www.freedomcrossingatfortbliss.com.

About Southern Theatres, L.L.C. (www.thegrandtheatre.com)

Southern Theatres, L.L.C., owned and operated by George Solomon, was formed in May of 2002. Mr. Solomon has been in the theatre business with his family for over 50 years and launched Southern Theatres, L.L.C. to develop and operate state-of-the art multiplex stadium-seating movie theatres.

In April 2005, Veronis Suhler Stevenson (VSS) made a \$30 million equity investment in Southern Theatres, L.L.C. VSS is a private equity and mezzanine capital fund management company dedicated to investing in media, communications and information industries in North America and Europe.

Southern Theatres, L.L.C. is responsible for the daily operations of The Grand Theatres and Amstar Cinemas in 18 locations with 268 screens in Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Texas. The Company is well positioned for continued expansion in key markets throughout the Southeast.

About AAFES (www.aafes.com)

The Army & Air Force Exchange Service is a joint command directed by a Board of Directors which is responsible to the Secretaries of the Army and Air Force through the Service Chiefs of Staff. AAFES has the dual mission of providing authorized patrons with articles of merchandise and services and generating non-appropriated fund earnings as a supplemental source of funding for military Morale, Welfare and Recreation (MWR) programs.

About ServiceStar Development Company (www.servicestarusa.com)

ServiceStar Development Company, founded in 1987, has successfully developed more than \$500 million in open-air centers, mixed-use projects, neighborhood retail shopping centers and single tenant build-to-suits around the country. Through real estate investment, acquisition and development, the ServiceStar team creates highly successful projects with enduring community appeal.

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