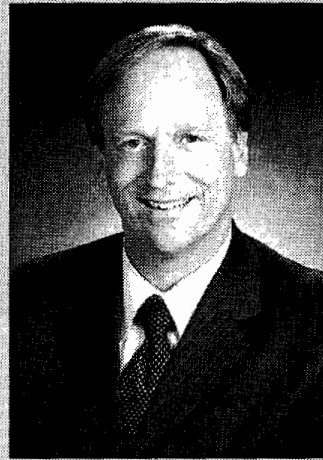


New look at Alameda Towne Centre adds value to community and businesses

The Alameda Chamber congratulates the Alameda Towne Centre on their 50th Anniversary. During the past 50 years the center has served Alameda well with a variety of retail shopping choices. I myself have made many purchases over the years at the center because it was my choice for value and convenience. I have seen many changes while I have lived in Alameda since 1975 but the best of all has been the redevelopment and facelift of the Centre that has taken place during the last several years.

The owners of the Centre, Harsch Investment Properties, specifically Jordan D. Schnitzer and Retail Portfolio Manager Michael Corbitt should be applauded on their vision and implementation of the project. The 80 million dollar project has improved not only the landscape of Alameda but has enhanced the shopping experience for all who shop at the centre. The project has exceeded my expectations since the Alameda Towne Centre went above and beyond to surround our shopping experience with beautiful landscaping, artwork and created a high quality environment. They have integrated well the historical elements of Alameda and blended them well with modern craftsmen style architecture. In addition the center has attracted different tenants that will add to our overall choices and not detract from what we already



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President

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have in Alameda.

I have always been impressed that the shopping center grounds are kept up so well on a daily basis and the added security patrols that help to make our shopping visit a safe one. The center has always been unique in that we have it located so that we can walk, bike or take a bus to Towne Centre and never have to get in a car if we so choose. In this time of higher gas prices and being environmentally friendly, the Centre will prove to be even better situated in the future. The Centre has invested well in our community by not only improving our real estate values but also by giving back to the community. The Centre has made many generous donations and made space available for

many of the local non-profit organizations in our community. Harsch Investment Properties understand the importance of being a good neighbor is giving back to the community and they have generously done so over the years. The Chamber just recently had a very successful E-Waste Event in the parking lot.

The Chamber appreciates what the Alameda Towne Centre has added to our community and we endorse the project moving forward with the additional changes that are planned. We know that in order to position the Centre for success these changes need to occur. The Centre will play a major role generating retail sales tax dollars and jobs now and in the future. They have invested much time, money and effort also during the redevelopment process and listened to the community and made many changes to accommodate their neighbors in the South Shore area.

We hope that the Planning Board and City Council see the tremendous investment that Alameda Towne Centre has made in our community and continue to move forward with such a successful project to its completion.

Thank you again Alameda Towne Centre for improving and making Alameda a better place to shop, investing in our community, being generous to our non-profit organizations and having the patience to make the vision a reality.