



**NEWS RELEASE**  
**CONTACTS:**

**Jordan Schnitzer, President**  
**Donna Wolf, Director of Marketing**  
**Harsch Investment Properties**  
**503.973.0295**  
**donnaw@harsch.com**

**DATE: October 17, 2005**  
**PHOTO ATTACHED**  
**EVENT DETAILS ATTACHED**

**South Shore Center To Announce New Name**  
**for Shopping Center at Public Event on October 22nd**

**Event to feature unveiling of new marquee, live stage show, food and giveaways.**

**Alameda, California** - South Shore Center will publicly announce it's new name on Saturday October 22, 2005 as part of the annual "Monster Bash!" Halloween festival. The entire community is invited to attend. The event starts at 11:00am with a live stage show and culminates in the unveiling of a sixteen-foot tall marquee bearing the new name of the Center. Included will be appearances by local dignitaries, community bands, and a Costume Contest. The event concludes at 2:00pm.

Changing the name of the Center is just one part of a \$50 million redevelopment taking place at South Shore Center. Owners Harsch Investment Properties, Portland, Oregon, timed the launch of the new name to coincide with their newest phase of development, which includes the renovation of the new Safeway building adjacent to Trader Joe's. Completion of the new Lifestyle store is scheduled for this winter.

At the Center's recent July 4<sup>th</sup> festival, curious citizens began a guessing game with mall staff to figure out what the new name would be. "Alamedans will just have to come down to our event on October 22nd to see what the new name is," commented Michael Corbitt, South Shore Center General Manager. "It promises to be a delightful afternoon, complete with live entertainment, free food - for the first 500 guests - and commemorative giveaways featuring the new name."

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In answer to the question of "Why a name change," Corbitt replies, "Words and names communicate vision. In light of the new developments and great progress made in the past year, we thought it was time create a new name that was commensurate with the redevelopment of the Center." Corbitt adds, "The new name communicates the geographic location of our Center as well as conjures an image that we are a meeting place for the community, as well as the Island's premiere shopping destination."

South Shore Center anticipates a majority of the community will embrace the name change. "We have heard from so many people over the last few years expressing how excited they are to see the wonderful improvements we are making at the Center," said Corbitt. "A new name is like a fresh start and is in keeping with the new stores, new architecture, and new layout of the Center."

South Shore Center is in the beginning stages of a major transformation. Changes have been and will continue to be dramatic, from new architectural designs and new colors to, most importantly, new tenants. "We are in negotiations with a number of quality, national tenants that will provide many of the consumer needs that the community has gone 'off island' for in the past," commented Corbitt. "From apparel, home furnishings, and specialty retailers, to high quality grocery and lots of great restaurants, we are creating a safe, relaxing atmosphere that reflects back positively upon the community we are fortunate to be in. We also will continue to work with local tenants who will help make this a perfect blend of national retail and Alameda charm."

## About the Event

Saturday October 22, 2005, 11:00 am - 2:00 pm

Guests should meet near the stage located on the Park Street side of the Center adjacent to Walgreen's. The event is scheduled to take place rain or shine. For more information about the event or to RSVP, call (510) 521-1515 or email [ngonzalez@harsch.com](mailto:ngonzalez@harsch.com).

About Harsch Investment Properties

Harsch Investment Properties, headquartered in Portland with Regional offices in Seattle, Bay Area, Sacramento, San Diego and Las Vegas, is a privately held real estate company that acquires, manages and develops properties for its own portfolio. The company currently owns and operates 130 properties in five Western states with its commercial real estate portfolio comprised of more than 20 million square feet of office, retail and industrial properties. Currently, the company has over 1.3 million square feet under construction and development and will close 2005 with over \$200 million in acquisitions. Additionally, Harsch owns and manages more than 2,000 multifamily housing units. More company information can be found by going to [www.harsch.com](http://www.harsch.com).

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