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MEDIA ALERT/PHOTO OPPORTUNITY

Retail Returns to Old Los Arcos Mall Site: First SkySong Evening Farmers' Market Coming Thursday Night

More Than Two Dozen Vendors Expected Under SkySong Shade Structure

SCOTTSDALE, Arizona (October 21, 2009) — It's been a long time coming.

For the first time in almost a decade, neighborhood retail activity will return to the former Los Arcos Mall site in southern Scottsdale. It's now the site of SkySong, The ASU Scottsdale Innovation Center, which on Thursday, October 22 will hold the first SkySong Evening Farmers' Market.

The first event will take place from 3-7 p.m. on the 22nd under the project's iconic shade structure, and will feature more than two dozen farmers, agriculturalists, food caterers and food retailers. It will be the first retail-oriented event on the property since the days of the old Los Arcos Mall, which closed in 1999.

"We felt that doing an event like a Farmers' Market was an ideal way to reach out to the community and allow the SkySong property to once again be enjoyed as a true community amenity," said Sharon Harper, President & CEO of the Plaza Companies, one of the co-developers of SkySong. "This should be a tremendous event and a chance for us to show the area how far we've come in revitalizing this key part of the community."

Higgins Development Partners and Plaza Companies are co-developers of the project in partnership with the Arizona State University Foundation and USAA Real Estate Company.

Don Couvillion, Vice President of Real Estate for the ASU Foundation, said the Farmers' Market is in the spirit of the sustainable vision of the SkySong project as a whole.

"SkySong is all about making sustainable connections with the community around us, and this Farmer's Market is a great way to do just that," he said. "We hope that the residents of the area and the employees who work at SkySong enjoy this event and experience what a unique environment SkySong has become."

The Farmers' Market is free to the public and open to everyone to attend. The markets will be held weekly throughout the fall and spring except for during holidays. The events will include entertainment and musical performances.

For regular updates and schedules for the SkySong Evening Farmers' Market, visit www.skysongcenter.com, or visit SkySong's page on Facebook (just search "SkySong" when on the Facebook site).

SkySong is a mixed-use development consisting of 1.2 million square feet of office and retail space at full build out in addition to residential units. Organized around a central plaza with the project's signature, iconic shade structure and a grand boulevard lined at ground floor with retail, SkySong is designed for innovative companies whose global business success is enhanced by a facilitated collaboration with ASU's human and technological assets.

The completed project will be a vigorous, 21st century center for innovation, commercialization, entrepreneurship and business development. Strategically located between downtown Scottsdale and the ASU main campus in Tempe, SkySong is a catalyst for the revitalization and redevelopment of the area. Since SkySong was announced in 2005, private investments in new businesses and residential developments have sprung up around it.

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ABOUT THE DEVELOPERS

Higgins Development Partners and Plaza Companies are co-developers of the project in partnership with Arizona State University Foundation and USAA Real Estate Company. Lee & Associates has been retained to bring major corporate tenants that are compatible with the office/research character of the center. Pei Cobb Freed & Partners are the design architects for the project, and DMJM Design is the local architectural firm. Sundt Construction is the general contractor.

Higgins Development Partners is a national real estate and development company headquartered in Chicago with offices throughout the US and in Toronto. The company has created more than \$5 billion in development value since 1980. It has extensive phased campus development experience. www.higginsdevelopment.com

Plaza Companies is an Arizona-based full service real estate company started in 1977. The portfolio of projects and communities developed and managed by the company is valued at more than \$1 Billion. www.theplazaco.com

USAA Real Estate Company, with over \$5 billion of assets, provides co-investment, acquisition, build-to-suit and development services for corporate and institutional investors. In addition the company provides investment vehicles for domestic and foreign investors. The USAA portfolio consists of office, industrial, retail and hotel properties with annual volume transactions exceeding \$3 billion. USAA Real Estate Company is a subsidiary of USAA, which has served military families since 1922 and has become one of America's leading financial services companies. For more information about USAA Real Estate Company, visit www.usrealco.com.

ABOUT THE ASU FOUNDATION

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