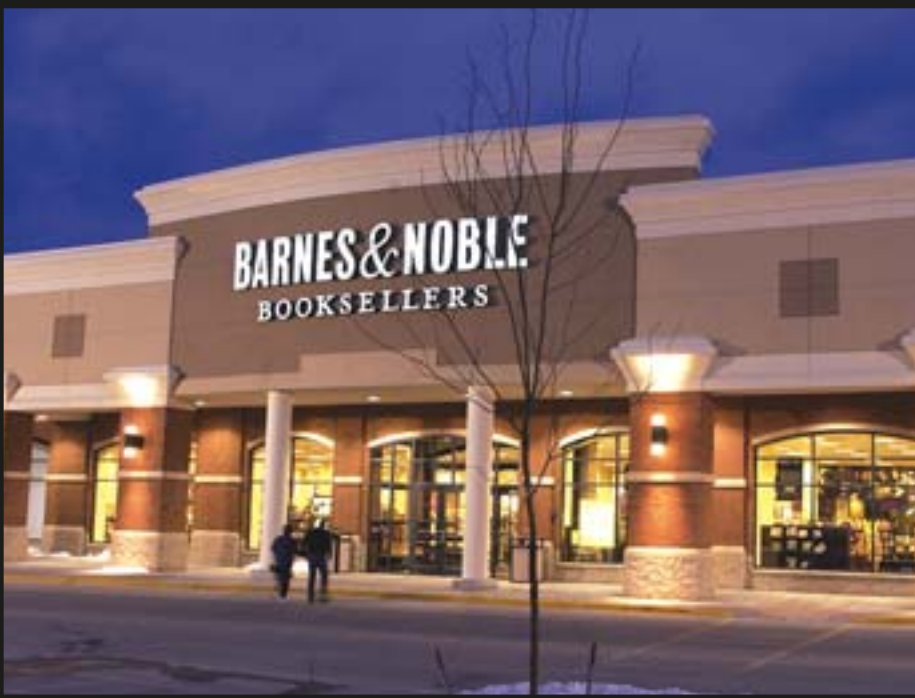




Mall of the Bluffs

COUNCIL BLUFFS, IOWA



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GREAT NAMES

- New store selection and mall expansion accounted for the addition of more than 30,000 square feet in 2003.
- Great stores: Aeropostale, Barnes & Noble, Bath & Body Works, The Children's Place, Hot Topic, Old Navy, Pacific Sunwear, Panera Bread, Victoria's Secret and Yankee Candle.
- Southwest Iowa's only Barnes & Noble.

OUR CUSTOMERS COME FROM ALL OVER

- Regional mall and dynamic retail hub for southwest Iowa and the eastern part of the Omaha/Council Bluffs metro market.
- Neighbor to three of the largest casinos in Iowa which attract over 10 million visitors annually.
- Conveniently located on Interstate 80 which sees 60,000 interstate travelers daily.

COUNCIL BLUFFS IS BOOMING

- 40% of Mall of the Bluffs' primary shoppers have incomes of \$50,000+.
- Housing is on the rise with a 71% building increase in 2002.
- Surrounded by exploding residential area with average new homes priced at \$200,000 and higher.
- New 7,500-seat Convention Center / Sports Arena opened in 2002.
- Directly across the Missouri River, downtown Omaha has \$1.5 billion of redevelopment in progress.
- Star Cinema, a new 16 screen, state of the art theater, opened at the intersection of Interstates 80 and 29.
- Bass Pro Shops Outdoor World built a 140,000 sq. ft. superstore near the Mid-America Center just off Interstates 80 and 29.
- Horseshoe Casino opened their 68,000 sq. ft. casino in March 2006 including: 1,850 slots, 36 table games and a new, live poker room in addition to the live greyhound racing and simulcast thoroughbred horse races. In February 2007, Horseshoe Casino played host to the World Series of Poker, the most prestigious set of poker tournaments in the world.



MALL INFORMATION

LOCATION

I-80, Exit 5 to Madison Avenue, one mile east of I-29 Interchange

MARKET

Omaha / Council Bluffs

DESCRIPTION

Single-level, enclosed, regional

ANCHORS

Dillard's, Target, Sears

TOTAL RETAIL SQUARE FOOTAGE 730,000

PARKING SPACES 3,000

OPENED 1986

EXPANDED 1998

OTHER FEATURES

Mall of the Bluffs has 90 in-line merchants, a food court, family restrooms and a children's soft play area. The Mall complex also includes a convenience center anchored by HyVee grocery store, which expanded into a 70,000 sq. ft. space including a pharmacy in 2005 and Treynor State Bank in 2006

TRADE AREA PROFILE

2007 POPULATION 161,733

2012 PROJECTED POPULATION 162,831

2007 HOUSEHOLDS 64,250

2012 PROJECTED HOUSEHOLDS 65,040

2007 MEDIAN AGE 40.0

2007 AVERAGE HH INCOME \$56,868

2012 PROJECTED AVERAGE HH INCOME \$64,436

10-MILE RADIUS PROFILE

2007 POPULATION 298,916

2012 PROJECTED POPULATION 298,747

2007 HOUSEHOLDS 117,923

2012 PROJECTED HOUSEHOLDS 118,709

2007 MEDIAN AGE 34.3

2007 AVERAGE HH INCOME \$51,112

2012 PROJECTED AVERAGE HH INCOME \$56,440

DAYTIME EMPLOYMENT

3-MILE RADIUS 28,266

5-MILE RADIUS 39,420

SOURCE: CLARITAS, INC.