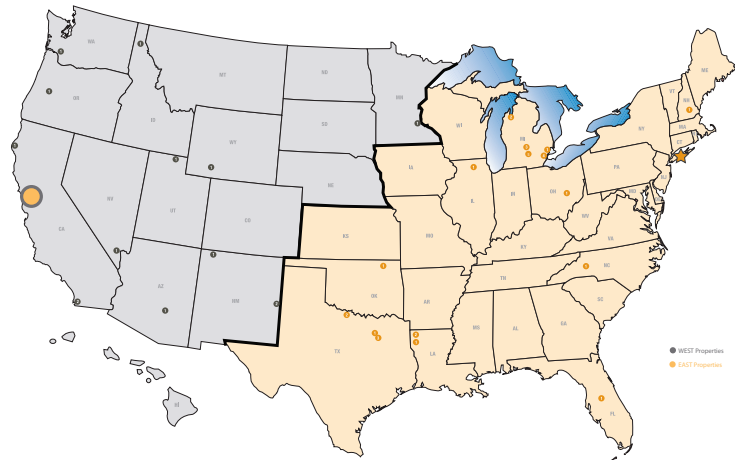


NEW PARK MALL
2086 NEWPARK MALL
NEWARK, CA 94560

NEW PARK MALL is a 1.1 million square-foot enclosed regional mall in Newark, CA, with a diverse retail offering that includes Macy's, jcpenny, Sears, Coach, Victoria's Secret, the Disney Store and Forever 21. NewPark is easily accessible, positioned along I-880, which sees over 200,000 cars per day and serving as the primary north/south artery for a dense trade area population including 260,000 in five miles. The Center is surrounded by an established, affluent, diverse and educated customer base with average household incomes in excess of \$116,000.



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New Park Mall

NEWARK, CALIFORNIA

Serving the high-tech, educated, affluent communities between San Francisco and silicon valley.

ROUSEPROPERTIES

NEW PARK MALL

AFFLUENT CONSUMERS | LARGE MARKET | PRIME LOCATION

STRATEGICALLY LOCATED IN A DENSELY POPULATED TRADE AREA OF OVER HALF A MILLION PEOPLE.

5 COMPELLING REASONS TO LOCATE HERE

Flourishing Population

- NewPark Mall is located in Alameda County, which grew by 5% between 2000 and 2010, and is close to Santa Clara County, which grew 7% during the same period.
- The two-county area has a population of over 3.3 million.

High Visibility and Easy Accessibility

- NewPark Mall is strategically situated along I-880 with nearly 270,000 cars passing daily (NB & SB).
- Forty-nine percent (49%) of the immediate trade area chooses NewPark as their place to shop and 34% choose NewPark Mall because it is closest to home.

Family-Friendly Retailers

- Anchors include Macy's, Sears, jcpenny and a brand new Burlington Coat Factory.
- NewPark Mall hosts a successful weekly farmers market in partnership with Mann Agriculture Institute.

Compelling Demographics

- The trade area is quite expansive with a population well-exceeding 500,000 people. The East Bay serves as a bedroom community to the hi-tech and Silicon Valley employers.
- Average household income is over \$100,000 and the population has above average educational levels.
- Consumers are tech savvy with families and a median age in the mid-thirties.
- Ohlone College, a public school with over 20,000 students, is just down the street. Eight other colleges have campuses nearby, and a total of over 85,000 school-age children and young adults live in the area.
- NewPark Mall's customer base is as diverse as California, and is comprised of a broad spectrum of nationalities and ethnicities.

High-Tech Employers

- The area is experiencing growth in its high-technology sector. Tesla Motors recently purchased a factory in nearby Fremont where it will produce electric vehicles. The factory will employ over 1,000 people.
- Logitech, LAM, Par3, Pacific Research and Cisco have a significant presence in the immediate trade area with a strong employee base.

TRADE AREA PROFILE



2010 Population 567,260
2015 Projected 584,553



2010 Households 179,578
2015 Projected 183,018



2010 Average HHI \$100,540
2015 Projected \$111,526



2010 Median Age 36.5

MALL INFORMATION

Market NewPark Mall serves the San Francisco East Bay area including San Jose, Fremont, Pleasanton, Hayward and Oakland.

Description Two-level, enclosed, regional mall with over 130 retailers and a 13-unit food court.

Anchors Macy's, Sears, jcpenny and Burlington Coat Factory

Total Retail Square Footage 1,137,957

Parking Spaces 5,591

Opened 1980

Expanded 1993

5-MILE RADIUS

2010 Population 259,598
2015 Projected 267,436

2010 Households 83,518
2015 Projected 85,238

2010 Median Age 36.9

2010 Average HHI \$116,983
2015 Projected \$130,202

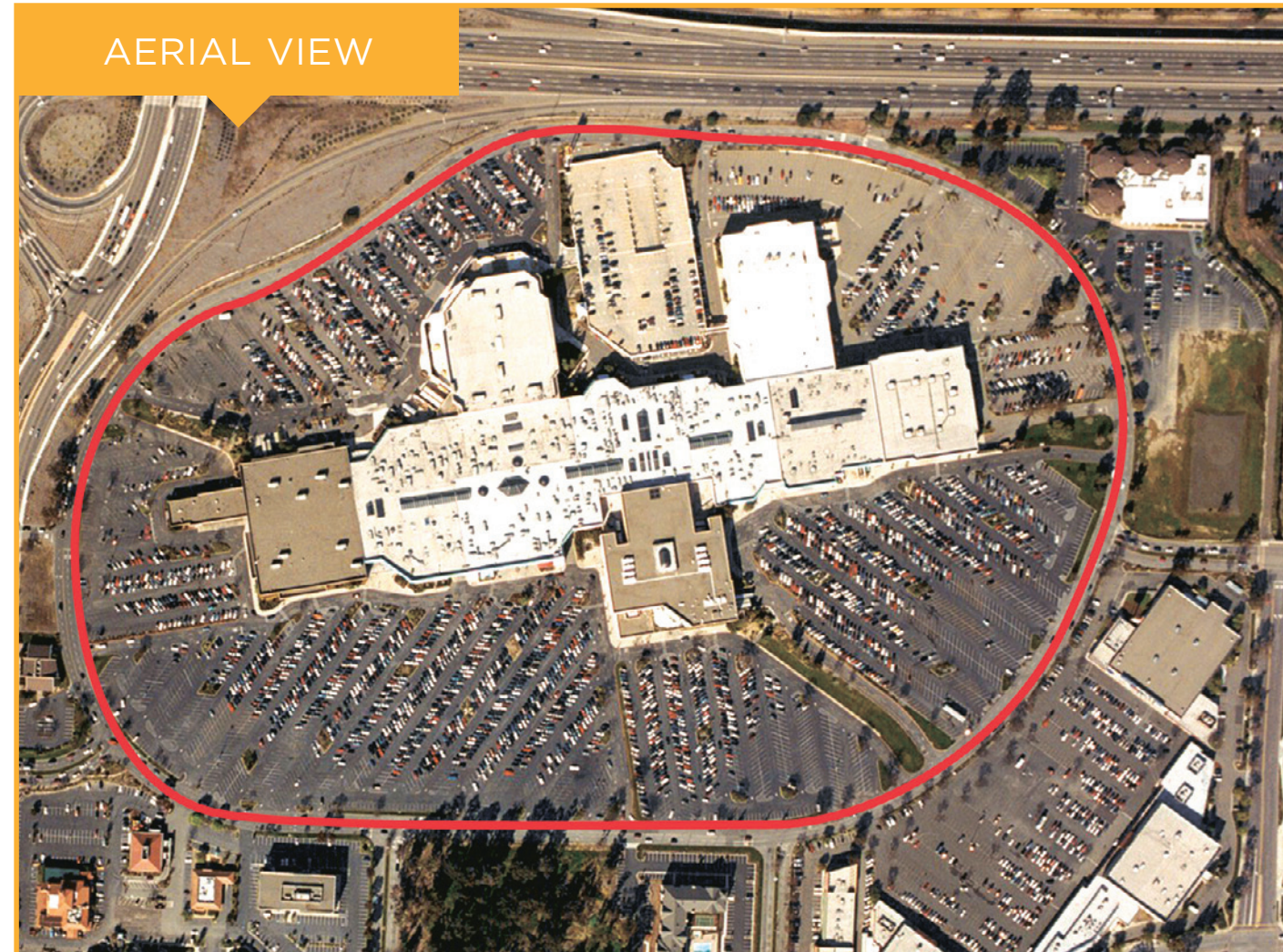
Daytime Employment

3-mile Radius 64,511
5-mile Radius 111,352

Source: Claritas, Inc.

NewPark Mall is located off I-880 at the Mowry Avenue Exit in Fremont/Newark

AERIAL VIEW



NEW PARK MALL

