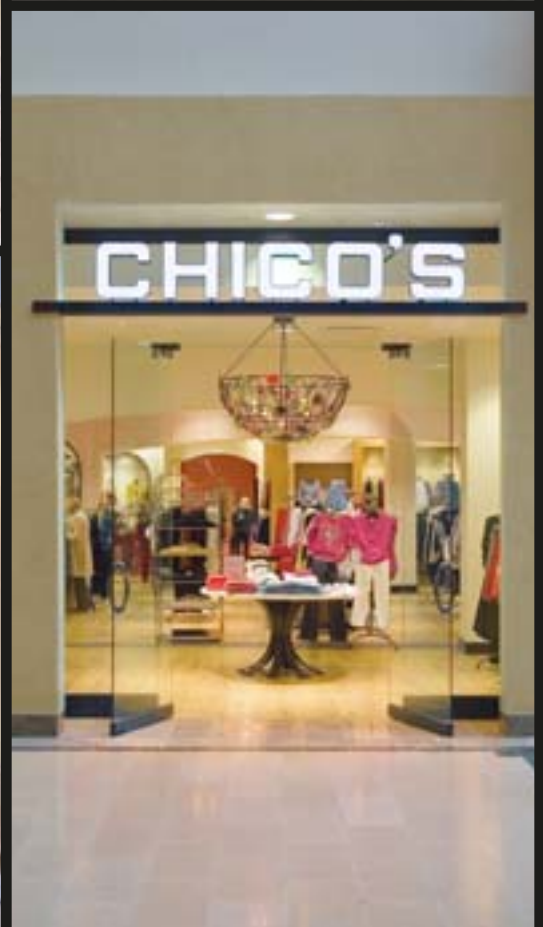




The Maine Mall

S. PORTLAND, MAINE



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SUPERB LOCATION

- The Maine Mall is the largest and most successful mall in the state, strategically located in the largest metropolitan area of Maine and offering access to the state's most affluent communities.
- Easy access from Interstate 95 – the major north-south corridor through the state.
- The Maine Mall is the only enclosed super-regional shopping center within a 45-mile radius. The average drive time for shoppers is 28 minutes.
- Tourism brings more than \$1.5 billion to The Maine Mall's south coast area. Each summer, 3.6 million tourists visit the area and create a "second holiday season" for retailers at The Maine Mall.

KEY SHOPPING FEATURES

- More than 140 specialty stores and restaurants including Pottery Barn, Williams-Sonoma, Coach, Banana Republic, Build-A-Bear Workshop, Caché, Chico's, Ann Taylor Loft, Abercrombie & Fitch, Godiva Chocolatier, Crabtree & Evelyn, Origins, Starbucks, Gap, Victoria's Secret, Express, Swarovski, Ruby Tuesday and Sebago Brewing Co.
- Proposed 2008 addition of 14 screen cineplex theater and three additional sit-down restaurants.

ATTRACTIVE DEMOGRAPHICS

- Trade area consists of 511,113 people and 211,239 households.
- Nearly half (46%) of the trade area households earn over \$50,000 a year.
- One-quarter of the trade area households earn over \$75,000 a year.
- Over half of trade area residents have college education.
- Eight of the state's most affluent municipalities by median household income are located in The Maine Mall trade area.
- Five of the fastest-growing towns in the state are in The Maine Mall's trade area.
- Housing permits for construction of new homes in The Maine Mall trade area are at their highest level for the past 15 years.
- A study from the Maine Labor Market Department showed that the state of Maine ranked in the top 10 metro areas where young, single, college-educated people are moving to.
- The Maine Mall total market share for the trade area is 24%, well above the average of 12-18% for a typical regional mall.



MALL INFORMATION

LOCATION

Located at the South Portland intersection of the Maine Turnpike/I-95 and I-295

MARKET

Portland, Maine

DESCRIPTION

One-level, enclosed super-regional shopping center

ANCHORS

JCPenney, Macy's, Sears, Best Buy, Linens 'n Things and Sports Authority

TOTAL RETAIL SQUARE FOOTAGE 1.2 million square feet

PARKING SPACES 5,895

OPENED 1971

EXPANDED 1989

RENOVATED 1994

TRADE AREA PROFILE

2007 POPULATION 511,113

2012 PROJECTED POPULATION 529,516

2007 HOUSEHOLDS 211,239

2012 PROJECTED HOUSEHOLDS 220,667

2007 MEDIAN AGE 40.3

2007 AVERAGE HH INCOME \$64,752

2012 PROJECTED AVERAGE HH INCOME \$72,612

20-MILE RADIUS PROFILE

2007 POPULATION 309,721

2012 PROJECTED POPULATION 320,079

2007 HOUSEHOLDS 129,518

2012 PROJECTED HOUSEHOLDS 135,058

2007 MEDIAN AGE 40.5

2007 AVERAGE HH INCOME \$68,776

2012 PROJECTED AVERAGE HH INCOME \$77,084

DAYTIME EMPLOYMENT

3-MILE RADIUS 49,242

5-MILE RADIUS 144,924

SOURCE: CLARITAS, INC.