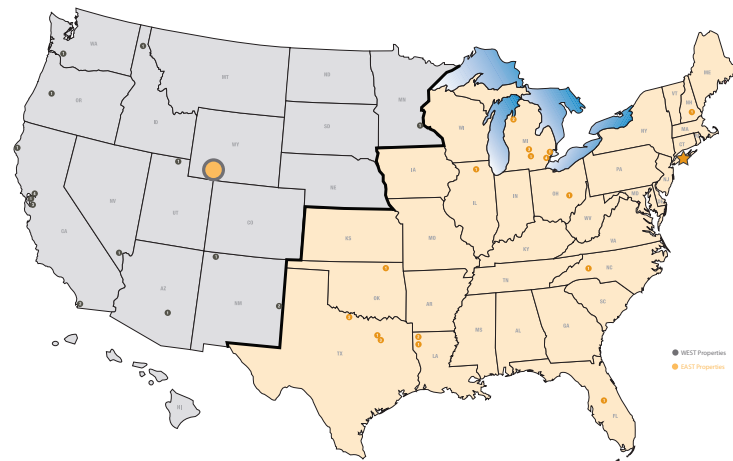


WHITE MOUNTAIN MALL
2441 FOOTHILL BLVD.
ROCK SPRINGS, WY 82901

WHITE MOUNTAIN MALL White Mountain Mall resides in the energy-rich town of Rock Springs, WY, one block off I-80. The City is remote and there are no other regional malls within a 180 mile radius. However, Rock Springs is an extremely affluent and self-contained community with average household incomes nearing \$90,000, unemployment under 3%, and a booming economy based on abundant natural resources. The Mall benefits from strong anchors (Herberger's, jcpenny, Star Stadium Theaters) and successful specialty retail (Samuel's, Famous Footwear, maurices). White Mountain continues to be a great location for expanding retailers, including rue21 and Murdoch's which will open in the coming months.



info@rouseproperties.com
(212) 608-5108

ROUSE
PROPERTIES

1114 AVENUE OF THE AMERICAS
NEW YORK, NY 10036-7703

ROUSEPROPERTIES.COM | NYSE : RSE



White Mountain Mall

ROCK SPRINGS, WYOMING

An established position as the only mall within a 180-mile radius together with a powerful anchor line up has made White Mountain Mall the dominant shopping destination in the region.

ROUSEPROPERTIES

WHITE MOUNTAIN MALL

LOCAL PROSPERITY | AREA'S ONLY CINEMA | CONVENIENT ACCESS

A STRONG
ECONOMY, A
STRONG FOOTHOLD,
A STRONG
COMMUNITY.

5 COMPELLING REASONS TO LOCATE HERE

Strong Economy

- White Mountain Mall is located in Rock Springs which was named 5th strongest economy for small cities.
- The region is one of the nation's largest mineral belts including seven coal and trona mines.
- 2010 census results indicate a 26% growth in population in last ten years.

High Income Blue Collar Community

- A booming economy driven by the oil and gas and communications industries contributes to

an average household income projected to approach \$90,000 in the next few years.

Only Mall in Southwest Wyoming

- White Mountain Mall is the only enclosed mall serving residents in a 180 mile radius.
- It is one of only three enclosed malls in the state of Wyoming.

Convenient Location

- The mall is just one block off of Interstate 80.
- It is near the main access highway to some of the country's most popular tourist attractions including Yellowstone National Park, Grand Teton National Park, Jackson Hole and the Flaming Gorge Reservoir

Impressive Retail Offerings

- White Mountain Mall boasts a strong occupancy rate with a mix of the best local and regional retailers.
- Herberger's Department Store recently remodeled and expanded, doubling the size of the store.
- Star Stadium Theaters at White Mountain Mall is the only 10 theater complex with stadium seating in southwest Wyoming.
- rue21 is new to the market and will open June 2012.

TRADE AREA PROFILE



2010 Population 41,869
2015 Projected 43,779



2010 Households 16,401
2015 Projected 17,424



2010 Average HHI \$76,922
2015 Projected \$89,608



2010 Median Age 35.1

MALL INFORMATION

Market Sweetwater County includes the cities of Rock Springs, Green River, Farson and Wamsutter

Description Single-level, enclosed mall

Anchors Herberger's, jcpenny, Star Stadium 10 Theaters and The State of Wyoming Offices

Total Retail Square Footage 333,717

Parking Spaces 1,901

Opened 1978

Other Features White Mountain Mall is the center of community events and entertainment within a 180-mile radius. White MountainMall retailers are poised for growth with the booming local and state economy.

20-MILE RADIUS

2010 Population 38,972
2015 Projected 40,811

2010 Households 15,261
2015 Projected 16,235

2010 Median Age 34.7

2010 Average HHI \$77,274
2015 Projected \$89,892

Daytime Employment

3-mile Radius 14,145
5-mile Radius 16,600

Source: Claritas, Inc.

Rock Springs, Wyoming. Interstate 80 off exit 102 on Dewar Drive

AERIAL VIEW



WHITE
MOUNTAIN
MALL

