



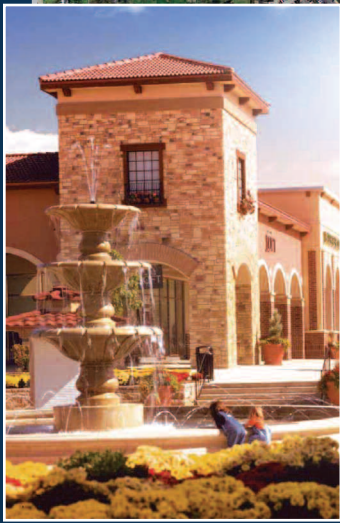
ELEGANT SHOPPING IN AMERICA'S HEARTLAND

- Jefferson Pointe is a classic lifestyle center, and the premier destination for open-air shopping, dining and entertainment outside of Indianapolis. The 545,000 square foot destination features Von Maur, Rave Motion Pictures, Barnes & Noble, and more than 50 specialty shops and restaurants.
- Von Maur is the key stone of Jefferson Pointe. One of the country's finest luxury department stores, Von Maur offers a vast array of designer brand names from the world's leading designers, with a strong emphasis on world-class customer service.

THE LOCATION

Jefferson Pointe is flanked by Apple Glen and the new Orchard Crossing creating a powerful retail hub including Target, Kohl's, Wal-Mart, Gordmans, Dick's Sporting Goods, PetSmart, and Pier 1.

Jefferson Pointe is located in the second largest metropolitan Statistical Area (MSA) in the state of Indiana and is ideally located within close proximity to two of the most affluent zip codes in the market 46804 and 46814 with average household incomes of \$76,116 and \$169,000 respectively. Most Jefferson Pointe shoppers are young (median age is 36 years old) and college educated with an average income exceeding \$60,000. In addition, Von Maur's typical customer has an average income of over \$71,000.



DEMOGRAPHIC AND SHOPPER PROFILE

	3 Mile	5 Mile	10 Mile
Estimated Population	50,532	140,990	301,918
Estimated Households	21,142	57,360	119,710
Average Household Income	\$48,005	\$49,902	\$58,320
Median Age	33.8	32.9	34.5
Education (Some College or higher)	22.1%	22.4%	25.2%
Households with children under 18	28%	29.9%	29.5%

*Source: SitesUSA 2008 Estimates

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