

FOR IMMEDIATE RELEASE

AMERICAN VALUATION GROUP, INC. RETAINED FOR MAYFAIR MALL STORES

Lansdale, PA (February 26, 2010) - American Valuation Group, Inc. was retained to provide appraisal services and expert witness testimony on the Macy's and Boston Store department stores at Mayfair Mall, a super-regional shopping mall located in the City of Wauwatosa (Milwaukee metro), Wisconsin. The 1,110,000 square foot two-level, enclosed mall, which opened in 1958 and was expanded/renovated in 1986, 1994 and 2001, is situated just north of I-94, along N. Mayfair Road east of U.S. Route 45. Strategically located northwest of downtown Milwaukee, Mayfair Mall is the largest mix-use shopping center in the state, boasting an 86-acre business complex that includes four office buildings with over 1,400 employees. In addition to the two subject department stores, Mayfair Mall is also anchored by an 18-screen AMC Theater.

Mayfair Mall has an impressive collection of stores and family-friendly features and is the dominant mall in the state due to size, location and tenant mix. In addition to the anchor stores, the mall has approximately 180 stores including Aéropostale, Banana Republic, Eddie Bauer, Forever 21, GAP, Hollister Co., Jos. A Bank, Rockport, Sephora, Talbots, Victoria's Secret and Williams-Sonoma. Macy's is a three level store with 288,596 square feet. Boston Store is a three level store with 210,714 square feet. Mayfair Mall is the preferred shopping and dining destination for many upscale Milwaukee area customers. General Growth Properties, Inc., the nation's second largest shopping mall real estate investment trust, owns the mall and handles leasing and management.

American Valuation Group, Inc. has been retained for appraisal services and expert testimony for a tax appeal litigation proceeding. "Separately valuing two of the anchors and the current appropriate cap rate for these properties will be major issues in this case," said Mark T. Kenney, MAI, SRPA, MRICS, MBA, President of American Valuation Group, Inc. He added, "Tax assessors are increasingly concerned about appropriate values for department stores given the current recessionary environment and credit crisis." Mr. Kenney is the author of "Business Enterprise Value: The Debate Continues," and other shopping mall articles that appeared in *The Appraisal Journal*, a leading industry journal published by the Appraisal Institute.

American Valuation Group, Inc. is a leader in the appraisal of shopping malls and shopping centers, and specializes in property tax appraisal and litigation support for assessors nationwide. For information about our litigation support services, contact Mark Kenney at (215) 855-1800.