



FOR IMMEDIATE RELEASE

AMERICAN VALUATION GROUP, INC. PRESENTS AT 2011 IAAO CONFERENCE

Lansdale, PA (August 17, 2011) - American Valuation Group, Inc. announced today that Mark T. Kenney, MAI, SRPA, MRICS, MBA, President of American Valuation Group, Inc. will make a presentation entitled “Regional Mall Valuation Issues for Assessment Purposes” at the 2011 International Association of Assessing Officers’ (IAAO) 77th Annual Conference on September 20th at the Sheraton Downtown Hotel in Phoenix, Arizona. Mr. Kenney will be making this presentation jointly with Peter F. Korpacz, MAI, CRE, FRICS, President of Korpacz Realty Advisors. Mr. Korpacz created the internationally recognized *Korpacz Real Estate Investor Survey*[®] (now the *PwC Real Estate Investor Survey*[™]). Mr. Kenney’s portion of the presentation will highlight the impact of tenant concessions, proper treatment of pad site development, specialty leasing income issues, highest and best use issues associated with regional shopping malls, and provide updates on several major tax appeal litigations.

American Valuation Group, Inc. has considerable experience in providing appraisal services, litigation support and expert testimony in tax appeal litigation proceedings involving super-regional and regional shopping malls. “Proper identification and analysis of the appropriate real estate value of shopping malls is primarily the main focus in these cases,” said Mark T. Kenney, MAI, SRPA, MRICS, MBA, President of American Valuation Group, Inc. Mr. Kenney is the author of “Does Shopping Mall Development Create Business Value?,” “Business Enterprise Value: The Debate Continues,” and “Quantifying Business Enterprise Value in Shopping Malls: Current Issues & Future Trends” which 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 nationwide. For information about our litigation support services, contact Mark Kenney at (215) 855-1800.