

FOR IMMEDIATE RELEASE

AMERICAN VALUATION GROUP, INC. HIRED FOR CORAL RIDGE MALL

Lansdale, PA (October 12, 2011) - American Valuation Group, Inc. was recently engaged for assessment consulting related to the Coral Ridge Mall, a super-regional shopping mall located in Coralville (Iowa City metro area), Iowa. The 1,080,000 square foot, one-level, enclosed mall, which opened in 1998, is conveniently located on Interstate 80 (I-80) with 45,000 vehicles per day, one mile east of the I-80/I-380 interchange. The mall sits on a 120-acre site, and some 30% of shoppers are from outside the trade area. Coral Ridge Mall is anchored by Best Buy, Dillard's, JCPenney, Scheels Sporting Goods, Sears, Target, and Younkers. Other unique attractions include an NHL regulation-size ice arena, a 10-screen theater with stadium seating, a themed children's play area and Iowa's only interactive Children's Museum.

Coral Ridge Mall has unique design and merchandise, which includes a mixture of traditional and big box stores with strong drawing power. The mall is the dominant mall in its trade area due to size, location and tenant mix. In addition to the anchor stores, the mall has 125 stores and restaurants, including Aéropostale, Barnes & Noble, Chico's, Coldwater Creek, Express, Forever 21, Hollister Co., LOFT, Old Navy, Victoria's Secret, Wet Seal and Zumiez. The mall also features a food court. General Growth Properties, Inc., the nation's second largest publicly traded real estate investment trusts, owns the mall and handles leasing and management.

American Valuation Group, Inc. has been retained for assessment consulting services for a possible revaluation of the Coral Ridge Mall, which includes the mall proper but not the department stores. "The continued strong performance of this property should reflect positively on property value," said Mark T. Kenney, MAI, SRPA, MRICS, MBA, President of American Valuation Group, Inc. He added, "Tax assessors are interested in appropriate mall values given the recent low interest rate environment and increased market activity." Mr. Kenney is the author of "Does Shopping Mall Development Create Business Value?", 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 appraisal support services, contact Mark Kenney at (215) 855-1800.