



FOR IMMEDIATE RELEASE

AMERICAN VALUATION GROUP, INC. HIRED FOR WESTFIELD TRUMBULL MALL

Lansdale, PA (November 18, 2011) - American Valuation Group, Inc. was recently engaged for assessment consulting related to the Westfield Trumbull, a super-regional shopping mall located in Trumbull (Greater Bridgeport metro area), Connecticut. The 1,124,382 square foot, two-level, enclosed mall, which opened in 1964, expanded in 1987 and 1990, and underwent a major revitalization completed in 2010. This mall is conveniently located on Main Street (Route 111) just off the Merritt Parkway (Route 15) Exit 48 interchange. The mall receives over 8 mil. shopper visits per year, and, by 2012, the trade area is projected to have some 600,000 high-income people. Westfield Trumbull is anchored by JCPenney, Lord & Taylor, Macy's and Target.

Westfield Trumbull has unique design and merchandise, which includes a mixture of traditional and upscale stores with strong drawing power. The mall is the dominant mall in its trade area due to size, location and tenant mix, and has been evolving in spectacular style. In addition to the anchor stores, the mall has approximately 180 stores and restaurants, including Abercrombie & Fitch, Aéropostale, Ann Taylor, Banana Republic, Brookstone, Coach, Express, Forever 21, H & M, Hollister Co., J. Jill, Old Navy, Sephora, Swarovski, Victoria's Secret, Wet Seal and Zumiez. The mall also features a food court. Westfield Group, a multinational company with one of the world's largest portfolios of shopping centers, owns the mall and handles leasing and management.

American Valuation Group, Inc. has been retained for assessment consulting services for the 2012 revaluation of the Westfield Trumbull, which includes the mall proper and the department stores. "The recent revitalization of this property and continued demand for top quality mall assets 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 "Quantifying Business Enterprise Value in Shopping Malls: Current Issues and Future Trends," 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.