



FOR IMMEDIATE RELEASE

AMERICAN VALUATION GROUP, INC. TO PRESENT AT 2012 ASA CONFERENCE

Lansdale, PA (September 14, 2012) - 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 “Shopping Mall Intangible Value Extraction: Prospects & Pitfalls in Assessment Disputes” at the 2012 American Society of Appraisers’ (ASA) Annual International Conference on October 8th at the Arizona Biltmore Hotel in Phoenix, Arizona. Mr. Kenney’s presentation will highlight the unique appraisal issues associated with the Eden Prairie Center, Eden Prairie, Minnesota and The Maine Mall, South Portland, Maine tax appeal litigations.

Eden Prairie Center is a 1,342,000 square foot two-level enclosed super-regional shopping mall, which opened in 1976, was renovated in 1989 and 1994, and repositioned in 2001. The property is located in the Southwest area of the Twin Cities market and convenient to I-494. The shopping mall is anchored by Kohl’s, Sears, Target Greatland, Von Maur and JCPenney. The repositioning involved adding a new Von Maur department store, an AMC multiplex theatres, a Barnes & Noble, more in-lines shops and a restaurant wing.

The Maine Mall is a 1,020,000 square foot one-level, enclosed, super-regional shopping mall, which opened in 1971, was expanded in 1989 and renovated in 1994. It is the largest and most successful mall in the state, and is located in the largest metro area with convenient access to I-95. The Maine Mall is anchored by JCPenney, Macy’s, Sears, Best Buy and Sports Authority. It is the dominant mall in its trade area due to size, location and tenant mix. In addition to the anchor stores, the mall has over 140 stores and restaurants.

American Valuation Group, Inc. was retained for appraisal services and expert testimony involving both the Eden Prairie Center and The Maine Mall tax appeal litigation proceedings. “Proper analysis of what is the real estate value of shopping malls was the main focus of both 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?,” and other shopping mall articles that appeared in *The Appraisal Journal*, a leading industry journal published by the Appraisal Institute. His most recent article was “Malls & Intangibles - A Critical Examination” presented at the IAAO’s 2011 International Conference in Phoenix, AZ.

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.

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