

Golf Mill Shopping Center and the Niles Teen Center recognized as the winners of the 2011 U.S. Gold Maxi Award from the International Council of Shopping Centers. This is the industry's highest marketing honor which represents the highest caliber of marketing excellence and exemplifies collaboration, execution and achievement within the retail real estate industry.



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FOR IMMEDIATE RELEASE

ICSC ANNOUNCES WINNERS IN ITS ANNUAL U.S. MAXI AWARDS
Golf Mill Shopping Center Recognized with Industry's Highest Marketing Honor

NEW YORK, April 1, 2011 – In keeping with its tradition of recognizing and honoring the premier marketing, community outreach, sales promotion, and visual merchandizing efforts within the U.S. retail real estate industry, the International Council of Shopping Centers (ICSC) is pleased to announce that Golf Mill Shopping Center Niles, Ill., was awarded the industry's highest marketing honor – a Gold U.S. MAXI Award last night. All of last night's winners represented the highest caliber of marketing excellence and exemplify collaboration, execution and achievement within the retail real estate industry.

The 2011 ICSC U.S. MAXI Awards honor and recognize the premier marketing, community outreach, sales promotions and visual merchandizing programs undertaken solely with the U.S. by U.S.-based retail real estate professionals and companies. These awards not only enhance and compliment the other industry regional award programs offered by ICSC but provide information and insight to the entire retail real estate industry on what it takes to achieve the highest level of recognition in marketing and specialty leasing within the U.S. [Editor's note: To view pictures from this event, visit <http://www.shootmyevents.com/index.php#mi=1&pt=0&pi=5&p=-1&a=0&at=0>. For additional information on this center or for a complete listing of all winners, visit www.icsc.org/maxiawards].

Golf Mill Shopping Center won its award in the Cause Related Marketing category, which recognizes and honors a single or ongoing event, program or project that involved the cooperative efforts by a shopping center or company and a charitable or community need, interest or cause, for its "Niles Teen Center" program. After relocating its facility to Golf Mill Shopping Center, the Niles Teen Center's membership increased to the point of overcrowding. Members had to be turned away, recruiting efforts halted, and programs curtailed. However, when adjacent space became available Golf Mill Shopping Center capitalized on the opportunity and executed an agreement to expand the teen center. This collaborative effort between the teen center staff, members of the community, and Golf Mill Shopping Center, created a safe, supportive, healthy environment for the growing community of Niles and its young residents. Golf Mill Shopping Center is owned by Milwaukee Golf Development and managed by Milwaukee Golf Management, LLC.

Professional recognition for this award was given to the professionals at Golf Mill Shopping Center: Regina Verdico, director of marketing and specialty leasing; Angelika Jurczyk, marketing assistant, and Michael D. Williams, senior general manager, as well as Mark Williams, executive director, Niles Teen Center.

ICSC announce the winners in the 2011 U.S. MAXI Awards during an awards ceremony last night during its annual Fusion Conference, March 29-31, 2011 in Hollywood, Calif. The 2011 ICSC U.S. MAXI Awards were open to U.S. shopping centers and shopping center companies, as well as, specialty retailers, specialty leasing managers, marketing directors and/or general managers. All award winning programs were implemented between November 1, 2009 and October 31, 2010.

In addition, Golf Mill Shopping Center is now eligible to win ICSC's Best-of-the-Best VIVA (Vision, Innovation, Value, and Achievement) Award. The ICSC Best-of-the-Best VIVA Awards recognize the shopping center industry's most cutting-edge properties, innovative solutions and creative responses to market trends, throughout the world. These awards will be presented during RECon, ICSC's annual convention, on Monday, May 23, 2011 in Las Vegas, Nev.

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 55,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials. As the global industry trade association, ICSC links with more than 25 national and regional shopping center councils throughout the world. For more information, visit www.icsc.org.

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