ICSC News

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SERVICESTAR DEVELOPMENT COMPANY WINS U.S. MARKETING AWARD FROM ICSC

NEW YORK (March 16, 2010) – In keeping with its tradition of recognizing and honoring the premier marketing, community outreach, sales promotion, and visual merchandizing efforts within the retail real estate industry, the International Council of Shopping Centers, Inc. (ICSC) is pleased to announce that it has awarded ServiceStar Development Company, Greenwood Village, Colo. with a Gold U.S. MAXI Award in its annual MAXI Awards competition. The 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 currently 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: For complete information on these awards and the winners in these awards, visit www.icsc.org/maxiawards].

ServiceStar won its award in the Public Relations category, which recognizes a planned public relations program or initiative intended to primarily benefit the commercial interests of a shopping center or company, for its program, "We Are Making History" at its Freedom Crossing at Fort Bliss, Fort Bliss, Texas property. The campaign was launched to introduce Freedom Crossing at Fort Bliss to the local community, the military, and the shopping center industry over a 45-day period. Freedom Crossing at Fort Bliss is owned by Army & Air Force Exchange Service (AAFES) and managed by ServiceStar Development Company.

Professional recognition for this award was given to Danaria Farris McCoy, CMD, marketing manager, ServiceStar Development Company; Kerry Anderson, media consultant, KNOA Consulting, and Joe Giuffreda, vice president CDI, Army & Air Service

Winners in the ICSC U.S. MAXI Awards program were announced during the 2010 Fusion Conference, ICSC's premier conference for shopping center marketing and specialty leasing professionals, on March 2, 2010 at the Sheraton Chicago Hotel and Towers in Chicago, Ill.

In addition, ServiceStar, along with winners from other regional marketing programs, is now a finalist in ICSC's Global Awards competition, the *Best-of-the-Best*, and is eligible to be named the most outstanding example of shopping center marketing within the retail real estate industry. ICSC's *Best-of-the-Best Award*s honors and recognizes the most outstanding examples of shopping center design and development, sustainability, marketing, and community service worldwide. The winners of the *Best-of-the-Best* Awards will be announced during RECon, ICSC's annual convention in Las Vegas, Nevada, May 2010.

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its more than 60,000 members in over 90 countries include shopping center owners, developers, managers, marketing specialists, investors, retailers and brokers, as well as academics and public officials.

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