

**FOR IMMEDIATE RELEASE**

CONTACT: Mark Winter  
248.258.2333

**CONTINENTAL RETAIL DEVELOPMENT ANNOUNCES  
DESIGNER OUTLETS OF MIDAMERICA**

**Council Bluffs, IA – August 5, 2008...** Columbus, Ohio-based Continental Retail Development announced today its plans to build a retail outlet center in Council Bluffs, Iowa. Continental President David Kass made the announcement.

Located just 10 minutes west of Omaha, at the highly desirable intersection of Interstate 80 and Interstate 29, the 450,000 square foot Designer Outlets of MidAmerica will include a collection of more than 80 outlet stores and restaurants on 47 acres.

“Designer Outlets of MidAmerica will bring a who’s who list of manufacturers and retailers to the market,” said Kass. “The project will deliver brand names, great amenities and an unmatched shopping experience. There is no other project like it within 200 miles of our site.”

Nearly 2 million people live within a 100-mile radius of the project (including more than 70,000 college students) and more than 100,000 cars pass by the site every day. “We love the location,” says Kass. “More than 15 million people visit the zoo, casinos, museums, sports venues, Old Market and Bass Pro Shop annually. These attractions are all located within 5 miles of our site making this a true super regional destination.”

Businesses and organizations calling the greater Omaha area home include four Fortune 500 Companies; Berkshire Hathaway, ConAgra Foods, Union Pacific and Mutual of Omaha. Also nearby is Offutt Air Force Base which is home to the U.S. Strategic Space Command and employs more than 12,000 military and federal employees.

Continental is scheduled to break ground on the project in fall 2009 with completion slated for summer of 2010. For leasing information contact Brett Robinson at Continental Retail Development at (214) 231-1700 or Mary Kamien at 716-805-0121

***Continental Real Estate Companies ([www.continental-realestate.com](http://www.continental-realestate.com)) is a fully integrated real estate development company based in Columbus, Ohio. Continental has developed more than two billion dollars of mixed-use retail, multi-family housing units and multi-use office space throughout the United States. Continental is currently developing retail projects in: Columbus, OH; Cincinnati, OH; Nashville, TN; Charlottesville, VA; New Milford, CT; Pittsburgh, PA; Brentwood, CA; Charlotte, NC and Houston, TX. Continental has offices in Columbus, Pittsburgh, Dallas and Cleveland.***

XXX