



FOR IMMEDIATE RELEASE

STATEMENT FROM CHRISTINE SZALAY, NORTHPARK CENTER: FASHION AT THE PARK CHANGES ANNOUNCED

DALLAS, Texas – September 24, 2008 – NorthPark has decided to enact several changes to our signature event, Fashion at the Park. Over the past three seasons, Fashion at the Park has been a crowning success, with thousands of visitors, numerous designer appearances, fashion shows, parties and international media coverage, a la New York’s famed Bryant Park. It has helped Dallas solidify its place within the national and international fashion scene, and further established NorthPark as an epicenter for retail.

We will be presenting the Fall 2008 Fashion at the Park event within the stunning grounds of our 1.4 acre CenterPark. Designed as a lush urban retreat, the landscaped grounds include world-class sculpture, artful plantings, canopies of trees, and a series of lawns. The new setting will encompass a show tent with lounge and reception areas placed amidst the manicured floral landscape.

Ticket prices will be significantly reduced. NorthPark, its retailers and partners, including Cadillac and Capital One Bank, want to give the “gift of fashion” – making it possible for everyone to see the best of the fall fashions on the runway. The new ticket prices are not a result of slow ticket sales, but instead are a way for NorthPark and our partners to give back to loyal customers. As of Thursday, September 18, ticket sales equaled that of the **entire** Spring 08 event. NorthPark also has had a strong year to date, with comp sales up more than 8 percent. Because of this, NorthPark along with participating retailers and partners, are able to give back and thank everyone for their continued support.

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We are working with our ticket company to ensure all patrons receive full refunds for the purchase of their ticket(s). As an additional thank you to those who purchased tickets, patrons may use their original pre-printed ticket for entry to that selected show, attending as our guest. The new ticketing will include all shows and will be operational on Thursday, September 25 at 9 a.m., with ticket prices ranging from \$5 to \$25. Seating for Über and VIP guests is still reserved. All other seating begins 30 minutes prior to show time and is on a first-come, first-served basis. Tickets must be presented at all shows for admission. For information and to purchase tickets, go to www.northparkcenter.com.

The show schedule, designer appearances, after parties and in-store events are continuing as planned. We are tailoring our event while still delivering another crowning fashion experience and success. This is our way of giving the gift of fashion to our biggest and most loyal fans – our customers.

NorthPark Center has long prided itself on providing its customers with a retail experience unmatched anywhere else in the country. With over 235 distinctive stores, restaurants, market exclusives, a world-class art collection and the first children’s library to be located within a shopping center, we are proud to be both a Dallas landmark and a standout among North American shopping centers.

NorthPark would not be what it is today without the continued support of our valued and loyal customers. Thank you very much, and we look forward to seeing you at Fashion at the Park.

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