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State's Leading Retail Developer Adds Top Marketing Pro to its Roster

Denise Hart Joins Vestar Development Co. as Vice President of Marketing

PHOENIX – April 30, 2008 – Arizona's leading retail developer has drafted marketing all-star Denise Hart to lead its national efforts.

Denise Hart joins Vestar as the Vice President of Marketing, and will oversee the public relations, advertising, promotions and sponsorship activities for the company's retail destinations. She boasts more than 20 years experience in retail, tourism and sponsorships.

She was most recently the Director of Marketing for Arizona Mills, where she directed advertising and promotional activities for the super regional shopping destination. Previously she held posts with Nike, Marriott and Host Communications in Oregon, Texas and Arizona.

She also serves as the Incoming Chairman for the Tempe Convention and Visitors Bureau Board of Directors.

"Denise brings an incredibly strong foundation of leadership and experience to the table," said David Larcher, Executive Vice President. "We're thrilled she's joined the team."

In Hart's new position, she will oversee the marketing staff and programs for Tempe Marketplace, Desert Ridge Marketplace, Canyon Trails Marketplace, Happy Valley Towne Center, Sundance Towne Center, Lake Pleasant Towne Center and numerous other regional retail destinations.

As one of the leading privately held real estate companies in the western United States, Vestar develops and manages retail and entertainment destinations of varying size and scale that serve as community focal points. Since its inception in 1977, Vestar has earned a reputation for integrity and responsibility in the fields of commercial development and property management. In the past 36 months, it has opened or entitled approximately 11 million square feet of retail.

For more information, visit www.Vestar.com.

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