



FOR IMMEDIATE RELEASE

For more information contact:

Denise Hart, VP of Marketing

Cell: 602-750-4457

Tempe Marketplace
announces an impressive list of new tenants
-Award-Winning Retail Center Attracts
Restaurateurs, Retailers and New-to-Market Business-

TEMPE (September 16, 2010) – Tempe Marketplace, a 1.3 million square-foot regional center, developed by Vestar, that offers strategically integrated shopping, dining and entertainment in a festive, pedestrian-oriented village town center environment, announces new retailers.

Recently opened is the highly-anticipated Total Wine & More, the largest independent fine wine retailer in the country and the only major fine wine company to operate in multiple states. The fine wine store will occupy 19,000 square-feet of space right off the main drive and Tatum Boulevard. Total Wine is unique because each of its stores carries a selection of more than 8,000 different wines from every wine-producing region in the world. As the preeminent fine wine store in each of its markets, Total Wine & More is the leading non-supermarket seller of fine wine in the United States. This is Total Wine's second Valley location.

And a coup for Desert Ridge is the fall opening of Arizona's *first* Bath Junkie® location. Bath Junkie provides high-quality bath products, custom mixed to consumer's exact color and fragrance specifications. The bath product retailer has over 200 fragrances to choose from which are divided into separate categories for consumers to peruse. From blackberry sage to vanilla, consumers can be as imaginative or as classic as they wish in creating their personalized bath product. Bath Junkie will be located near the District Stage in 1,000 square-feet of space.

Another noteworthy achievement for the retail center is the signing of new tenant San Felipe's Cantina. The restaurant, owned by Jim Keller and Drew Gruver, serves up Costal Mexican food alongside a night life atmosphere. San Felipe's recently closed its highly popular DC Ranch location in preparation for its fall opening at Desert Ridge Marketplace. The 3,269 square-foot restaurant will be located in the District near the Harkin's Theater.

"We are excited about our move to Desert Ridge Marketplace and to be in the company of such an impressive list of new and existing retailers," said Jim Keller, co-owner of San Felipe's

Cantina. “Desert Ridge is the hallmark of outstanding retail development and it was a natural choice for our new location.”

Rounding out the extensive list of signed tenants is Game Stop and Alltel. Game Stop is the world’s largest video game retailer. With over 4,000 stores located throughout the United States and 15 countries, it is the retail destination for gamers around the world. Game Stop will occupy 1,500 square-feet in the heart of The District shops and across from The District Stage. The store is expected to open before the holiday season.

Alltel, which is headquartered in Little Rock, Ark., has America’s largest network – covering more of the country than any other company. It serves nearly 12 million wireless customers in 35 states. Alltel will open its Desert Ridge location in the fall and will occupy 3,187 square-feet of space between Kohl’s and DSW on the south side of the center.

(Golf store in Bahama Breeze)

(Quote from Vestar Executive on state of the retail economy and the impact on Desert Ridge Marketplace)

About Desert Ridge Marketplace

As Arizona’s premier shopping, dining and entertainment destination, Desert Ridge Marketplace delivers the ultimate shopping experience in a distinctive outdoor setting. Immerse your shopping senses in a unique blend of specialty retailers, restaurants and entertainment venues spread over 110 acres. The center’s 1.2 million square feet of retail space – home to over 110 retailers and restaurants – bursts with color, energy and fun, creating a one-of-a-kind lifestyle destination you’ll want to come back to again and again.

Desert Ridge Marketplace is located in Phoenix, Arizona, just north of the Loop 101 on Tatum Boulevard. For more information, visit the website at www.shopdesertridge.com.

About Vestar

Headquartered in Phoenix, Ariz., Vestar is one of the leading privately held real estate companies in the western United States. The company 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. The company enjoys a significant market share in the Phoenix, Los Angeles and San Diego metropolitan areas.

For more information, visit the website at www.vestar.com.

###