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FOR IMMEDIATE RELEASE

PHILADELPHIA MAYOR WILL DISCUSS THE IMPORTANCE OF RETAIL TO THE CITY'S ECONOMY AT ICSC CONFERENCE

NEW YORK (September 2, 2009) – Philadelphia mayor, the Honorable Michael A. Nutter will give the keynote address at the International Council of Shopping Centers, Inc. (ICSC) PA,NJ,DE Idea Exchange taking place at the Pennsylvania Convention Center, in Philadelphia, Pa. on September 16, 2009. *[Editor's note: see attached program for full event schedule.]*

The mayor plans to discuss the important role that retail and hospitality play in the city of Philadelphia, especially as it pertains to job creation. Additionally, the mayor will talk about the future of **Center City**, a public-private partnership program designating the areas of Walnut, Chestnut and Market East as the premiere shopping destination in Philadelphia. Mayor Nutter will also discuss the city's intention of expanding the **Center City** concept to other areas of Philadelphia.

"We are honored to have Mayor Nutter speak at our conference," said Steve Gartner, ICSC State Director for Pennsylvania, Delaware and Southern New Jersey. "The mayor understands the impact that commerce has on the local economy when it comes to providing jobs and tax dollars to the community," said Gartner. "We are truly grateful for his support of our industry," he added.

Other conference highlights include:

- **"Center City Walking Tour"** – See the latest additions to the retail landscape on Walnut, Chestnut and Market East.
- **"Retail Speed Dating"** – Dozens of retailers will give fast-paced presentations summarizing their expansion plans for Pennsylvania, New Jersey and Delaware.
- **"Deal Making"** – An environment for retail real estate professionals to discuss their expansion plans and partnerships with colleagues.

Founded in 1957, ICSC is the premier global trade association of the shopping center industry. Its 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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