



Centennial Collection Launches New Interactive Websites *The future of mall shopping is here—and it could be a transformative experience*

June 20, 2017, Dallas, TX -- Centennial Real Estate Company announced today the release of a platform of websites that will provide consumers with enhanced shopping experiences and mall retailers with enhanced marketing experiences. These new digital platforms are being made available across Centennial's nine mall properties.

The new venture, in partnership with PlaceWise Media, the industry leader in digital mall marketing, provides several innovative ways for retail tenants to enhance the consumer experience through such services as personalized email, interactive maps, WiFi, social media links, SMS and more.

“At Centennial, we recognize that the digital age influences and shapes how shoppers plan their trips to the mall,” says Steven Weiss, executive vice president. “It is a new paradigm that requires us to create the most innovative and compelling experiences for our shoppers. We have just taken a giant leap forward toward realizing the full potential of this new idea.”

Today's consumers prefer to meet all their purchasing needs promptly. That, in turn, requires an efficient, high quality, personalized, multi-channel shopping-and-buying experience. That, Centennial says, is precisely what these new websites deliver. From personalized email programs that bring ‘hot’ deals directly to consumer inboxes based on store preferences, to interactive directory maps that save time by pinpointing where current sales and promotions are going on, these personalized digital platforms will engage current customers while driving new ones to the Centennial malls.

“We have always strived to be at the vanguard of the consumer experience for our shopping centers,” adds Mr. Weiss. “We now have a modern digital platform that makes the conventional brick-and-mortar experience all the more valuable and stimulating.”

About Centennial Real Estate Co.

Centennial Real Estate Company specializes in the investment, development, management and operations of retail properties, including community shopping centers, enclosed malls and urban mixed-use areas. Founded in 1997, Centennial is deeply rooted in retail and focuses on the assets that create a dynamic community-focused shopping, dining and entertainment experience for consumers, and a successful one for retailers. For more information, visit centennialrec.com.

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