

For Immediate Release

Contact:

Cheryl Engstrom, cheryl@engstrompr.com, 425-487-0682

Bellevue Square Renovation to Urban Garden Complete Five Stores Expand/Remodel; New Luxury Stores Opening Doors

BELLEVUE, Wash. (May 16, 2009) – The transformation of Bellevue Square, the anchor retail center of The Bellevue Collection located on Bellevue Way and NE 8th Street in downtown Bellevue, Washington, is now completed, according to Kemper Development Company (KDC).

With it, came significant store expansions and new designer brand retail locations. Even



before completed, the remodel attracted two new luxury brands to the collection: Burberry and Lacoste, both well known designer brands seeing their first-in-the-market locations. Since then, additional designer and contemporary brands have announced locations: Michael Kors, BOSS, and True Religion.

“By renovating Bellevue Square, we were able to create an atmosphere that was exciting for the designer and contemporary brands alike. The result is a more powerful center than before with a noteworthy show of interest by key brands to build out stores now,” says Kemper Freeman, Jr, Chairman and CEO, Kemper Development Company. “We’ve been able to attract important fashion brands, and start the execution of a re-merchandising strategy for Bellevue Square that is truly exciting for our affluent customer base.”

As part of the remerchandising plan, Bellevue Square is enhancing its juniors offering with a new build out

for PACSUN, the addition of the first Vans store in the market and the future opening of Billabong and Element. These stores complement the already strong offering including PUMA, Justice, American Eagle and Hollister just to name a few.

In addition, five existing stores in Bellevue Square completed major remodels and/or expansions: Nordstrom, the largest remodel to date brings more store-in-store concepts

to its retail floor; Williams-Sonoma, Banana Republic, and Pottery Barn doubled their spaces in order to build their new flagship stores and Victoria's Secret completed a significant remodel and expansion to match the offering they have across the country in the top performing centers.

The renovation of Bellevue Square focused on transforming common area spaces into a contemporary Urban Garden-like setting, consistent with the quality architecture and design KDC is known for. With the idea of creating an "Urban Garden", the architects



and designers combined the best of both worlds: a sleek sophisticated contemporary urban environment, softened by relaxing, organic, and natural touches. The new plans invigorate and bring a new light, airy and natural feeling to the interior spaces. "With its long-standing heritage as the gathering place in the city, Bellevue Square will take its rightful place in The Collection as Bellevue's premier destination shopping resort," said Katie Sprague, Vice President, RTKL, the architects for the project.

The remodel included a complete redesign of the lighting, flooring, seating, and iconic elements. Look for natural stone flooring that enhances the light; graceful railings with open views; modern plantscapes; new gathering spaces and seating areas; new lighting; new children's area with play toys and related retail and services on the third floor; two new state-of-the-art elevators in Center Court; updated Guest Services; new signage and enhanced way-finding to assist guests.

"We have been eager to renovate Bellevue Square for some time," says Kemper Freeman, Jr., chairman and CEO of Kemper Development Company. "Our vision is to bring The Square to a new level of quality that matches the growing demands of our

Bellevue Square shopper. Ultimately, we will continue our dominant position as the place to shop in the region for designer, contemporary brands, lifestyle stores and a new cutting edge junior brand presence.”

The Bellevue Collection also includes Lincoln Square and Bellevue Place, both mixed-use projects located adjacent to Bellevue Square, sees more than 18 million visitors annually. It is a major tourist destination for the area with people coming from surrounding states just to shop, stay and dine. Combined, these three destinations have 250 quality stores, 19 table-service restaurants and lounges, two four-star hotels (the Hyatt Regency Bellevue and The Westin Bellevue), a 16-screen state-of-the-art cinema, a thriving modern-day billiards club and Lucky Strike Lanes plus one million square feet of class “A” office space.

Kemper Development Company selected RTKL, an international architecture, engineering and planning firm renowned for its shopping center development and remodeling projects, to craft the remodel design. Sclater Partners Architects worked with RTKL as the local architect of record for the remodel.

About The Bellevue Collection

Located in the heart of Bellevue, Washington, The Bellevue Collection includes Bellevue Square, Bellevue Place and Lincoln Square. With a distinctive collection of 250 of the finest shops, 19 sit-down restaurants, a 16-screen premier cinema, 700 luxury hotel rooms, with an additional 300 in July, and 10,000 free retail parking spaces, all in one location. The Bellevue Collection is an experience unlike any other in the region. It is located on Bellevue Way between NE 4th and NE 10th Street in downtown Bellevue, just across Lake Washington from Seattle.



#