

"The Shops at Wisconsin Place" Welcomes New Stores
New Chevy Chase Shopping Center Features Local Retail Firsts

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Chevy Chase, MD—New England Development, a premier real estate development and management company, today announced the opening of fashionable new stores at The Shops at Wisconsin Place, a stunning new collection of boutiques and restaurants that comprise the heart of the new Wisconsin Place retail, office and residential town center in Chevy Chase, Maryland.

Ideally situated at the intersection of Wisconsin Avenue and Western Avenue at the nexus of Northwest Washington, D.C. and Montgomery County, MD, the new retail complex includes several regional retail firsts including Ilori sunglass boutique and Giggle baby boutique. Ilori, whose other locations include Beverly Hills and New York City, showcases designs by fashion luminaries made with the highest quality craftsmanship. Giggle baby boutique offers the best in baby gift registry and baby products including the most healthy, stylish and innovative products available.

Anchored by Bloomingdale's department store, The Shops at Wisconsin Place also include:

- Cole Haan, a collection of luxury footwear, accessories and apparel including men's and women's shoes, coats, handbags and gifts.
- Talbots, a leading specialty retailer of classic clothing for misses, petites, and women.
- MAC Cosmetics, a large selection of makeup, skin care products, and nail care items, as well as cosmetic accessories such as make-up bags. MAC stands for Make-up Artist Cosmetics.
- Sephora, the largest retailer of high-end beauty products, skincare, and fragrances including lines by Fresh, Stila, Smashbox, Nars, Christian Dior and Bliss Home Labs.

Additional stores joining The Shops at Wisconsin Place later this summer are BCBG Max Azria, Eileen Fisher and White House/Black Market.

Wisconsin Place defines the future of urban living and shopping,” said Issie Shait, senior vice president, New England Development. “It provides a vibrant shopping and dining experience in a beautiful setting and the landscaped walkways, public art and the residential and office buildings create a lively town center feeling.”

Two restaurants, The Capital Grille and The Tasting Room, an indoor/outdoor wine and cheese bar will join The Shops at Wisconsin Place later this Fall. Whole Foods Market will open next Spring. For more information on the retail stores or Wisconsin Place development, please visit www.wisconsinplace.com. Additional stores will be announced shortly.

About Wisconsin Place

Developed by a partnership of New England Development, Archstone, and Boston Properties, Wisconsin Place is just finishing a 4 1/2 year construction program. This project is comprised of The Shops at Wisconsin Place - 305,000 square feet of retail including a new Bloomingdale’s and Whole Foods Market, the 432 unit luxury apartments Archstone Wisconsin Place, a 295,000 rentable square foot office building, a 1765 space underground parking garage, and a 21,000 square foot community center. The eight-acre site includes a large plaza between Bloomingdale’s and the Metro entrance that is surrounded by retail boutiques and restaurants and focused on a dramatic obelisk and fountain, created by local artist Athena Tacha. Landscaped walkways, graced by two additional artworks by Ms. Tacha, as well as a one acre park, allow pedestrians to flow through the site to Metro, community center, retail, housing and office buildings.

About New England Development

One of the premier real estate development and management companies in the Northeast, New England Development (NED) is known for creating imaginative, high quality real estate developments. Those developments, with an emphasis on mixed-use projects include retail, residential, office, golf, marina, and hotel properties, and total more than 25 million square feet. Founded by Chairman and Chief Executive Officer Stephen R. Karp in 1978, NED develops centers that reflect the best of their communities and have become, in many ways, communities themselves. Known for having redefined shopping convenience with some of the most widely recognized and successful retail malls, NED built more retail space in its first thirty years than any other developer in the Northeast. In addition to Wisconsin Place, developments include: CambridgeSide Galleria in Cambridge, MA;

Westwood Station in Westwood, MA; and The Pinehills in Plymouth, MA.

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