

***“The Shops at Wisconsin Place”
Celebrate First Holiday Shopping Season***

Exclusive Deals, Limited Time Offers and Special Events Mark Inaugural Holiday

FOR IMMEDIATE RELEASE:

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Chevy Chase, MD—The Shops at Wisconsin Place, a collection of boutiques and restaurants in Chevy Chase, MD, today announced exclusive holiday specials in honor of The Shop's first holiday season. In addition to the exclusive specials, visitors to The Shops at Wisconsin Place can also take in the new public art installations by famed artist Athena Tacha, including a 25-foot high light obelisk on the central granite fountain that carries digital messages and images in red, green and blue lights and an RGB animated ceiling display in the shopping arcade.

Special offers and events include:

- Support America's Adopt a Soldier Program at Cole Haan! On Saturday, December 19th Cole Haan will participate in "CHALLENGE AMERICA 2009" to provide care packages to every deployed service member this holiday season. Shoppers enjoy a 20% savings when they make an in-store donation towards a care package.
- Save an additional 10% off already reduced items at Eileen Fisher through December 19th.
- At ILori sunglass boutique, when you buy a gift you get a gift: when you spend \$200, get \$25 off, spend \$300 and get \$50 off, spend \$500 and get \$100 off or spend \$1000 and get \$250 off your purchase.
- Get ready for New Year's Eve at BCBG on Wednesday, December 16th at the BCBG Holiday Party. From 5-8 p.m. shoppers can enjoy champagne, pick up a sample of BCBG's new fragrance and shop for the perfect holiday dress.
- At Capital Grille pick up a gift certificate and enjoy an added bonus. When you purchase \$500 or more in gift cards, you'll receive an additional bonus card equal to 10% of your purchase. As an added bonus, guests who purchase \$500 or more in gift cards will receive a Michelangelo Rosewood Waiters Corkscrew presented in a wooden box.

- Take advantage of a limited time only Blockbuster Palette at Sephora. This \$400 value make up set is now just \$48. The Blockbuster contains 84 eye shadows, 3 blushes, 60 lip-glosses, 2 lip liners, 3 eyeliners, 6 cream eyeliners and more.
- Through December 31st or while supplies last, MAC will offer their limited edition holiday brush set for \$49.95.
- Gear up for after Christmas savings at Bloomingdales! From December 26th through December 31st, enjoy an extra 20-50% off a large selection of regularly priced, sale and clearance items storewide.
 - Bring in a gently worn pair of jeans and receive 20% off of your next denim purchase.
 - And take an extra 50% off already reduced prices on a selection of handbags and take 30—40% off regular prices on a selection of America and European designer handbags at the semi-annual handbag sale. (Exclusions may apply. Please see a sales associate for details).

For more information on the retail stores or Wisconsin Place development, please visit www.shopwisconsinplace.com.

About Wisconsin Place

Developed by a partnership of New England Development, Archstone, and Boston Properties, Wisconsin Place is just finishing a 4 ½ 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.

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