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Mall of America[®] welcomes new retailers, restaurants and seasonal pop-up stores for a merrier shopping season

BLOOMINGTON, Minn., - Mall of America[®] continues to buck the industry standard by welcoming 16 new retailers, restaurants and pop-up stores just in time for the busy holiday shopping season. This is in addition to the dozen new retailers that opened earlier this spring and the anticipated opening of several more tenants in early 2011.

"We continue to experience strong shopper and economic activity at Mall of America," said Maureen Bausch, executive vice president of business development at Mall of America. "With sales and traffic numbers up over last year, it's not surprising that we have essentially leased every available space. Mall of America guests will be able to find everything on their holiday gift list."

Last year, the Mall welcomed 20 new retailers, entertainment and pop-up concepts including CRAVE, Rick Bronson's House of Comedy and The Tea Garden.

Recently Opened

Abracadabra Magic Shop (N365)

At Abracadabra, guests can instantly become magicians. Find magic tricks that will amaze anyone or prank items that will have everyone laughing. Customers who purchase any of the magic items will receive one-on-one instruction on how to perform them. Stop by the store any time for free magic demonstrations that will mesmerize the senses.

The Art of Shaving (W125)

The Art of Shaving Shops, created in 1996, are the first of their kind; a masculine establishment set up to provide men with the finest shaving products and accessories. The shops are operated by a team of shaving specialists who offer advice to customers on proper grooming techniques. The Art of Shaving shops carry the largest collection of aromatherapy-based grooming products and accessories for men, including a wide range of skin and hair care products, as well as a selection of distinctive fragrances. The Mall of America location features The Art of Shaving Barber Spa, a unique concept that combines traditional barber services with aromatherapy skin treatments. For the ultimate indulgence, experience their renowned Royal Shave, scissor haircut, or skin treatment performed by their expertly trained master barbers.

Cadillac Ranch (S352)

Cadillac Ranch is the premier all-American bar and grill. The nearly 11,000-square-foot space offers guests an authentic, all-American family dining experience in a fun and dynamic environment. Patrons will enjoy a warm, classic rock and trendy country inspired atmosphere. The restaurant is located on level three south near Macy's and features an extensive menu, more than 30 flat screen televisions, a state of the art sound system, two full bars, an indoor fireplace, a patio and...yes, even the baddest mechanical bull in town. A private dining room with a capacity for up to 50 people is also available for events.

Get Social (N101)

From sophisticated daytime wear to bejeweled evening attire, brand new retailer Get Social by Glitz! at Mall of America[®] has women covered from head to toe. The 3,000 square foot store offers mother of the bride attire, a wide array gowns, cocktail dresses, day-time social occasion dresses and dressy separates. Shoppers will discover exclusive boutique lines not available at department stores including Jovani, Bian, Lauren Vidal, JVN separates and VM collection. Women will also find one-of-a-kind accessories to complete their looks including trendy jewelry, wraps, footwear and sparkly hats.

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Guess Accessories (S130)

GUESS, one of the world's leading fashion houses, brings its one-stop-shop accessory store to Mall of America. GUESS Accessories brings GUESS fans even more of the beloved handbags, killer heels and statement jewelry they've come to love over the years.

Irish Blessings (N124)

Saints, shamrocks and more. Irish Blessings is a specialty retail company that strives to provide quality Irish and inspirational-themed merchandise. Shoppers will find a wide array of gifts, clothing, jewelry and more. Irish Blessings is a branch of St. Paul based Irish Indeed!

lola (N221)

Meet lola. She's stylish with a mind of her own. She's a little bit girly but likes to mix it up. Come see her collection at her place called lola. lola is a new BCBGMAXAZRIA concept offering trendy clothing and accessories at affordable prices.

Marbles: The Brain Store (N216)

Marbles: The Brain Store is a first-of-its-kind retail concept that offers products designed to stimulate and strengthen the brain. Marbles has tons of unique gift ideas and hard-to-find products from around the world. Find word puzzles, brain teasers, educational games, and brain-fitness software that enhance memory, critical thinking, coordination, visual perception, and word skills. Marbles makes it fun to play your way to a healthy brain.

Microsoft Store (S162)

Guests are invited to experience an interactive technology environment with a selection of best-in-class products including Windows 7 PCs, software, Phones, Xbox and more. Join a class, explore the store or bring in your technology questions.

Nike (W244)

Nike has reopened its retail store at Mall of America in a new, expanded location under its newest store concept. The new 17,000 square foot location unveils a fresh attitude, innovative consumer experiences, market tailored product offerings, community resources and the introduction of team customization services. The store is the fourth of its kind to open in the U.S.

Paciugo Gelato (W392)

After apprenticing at a four-generation gelateria, Cristiana, her husband Ugo and her son Vincenzo left their hometown in Turin, Italy, and started the first gelato caffè in Dallas, Texas in 2000. Since then, they have created more than 200 delicious gelato recipes and expanded to more than 20 stores in the nation and the first international location in Mexico City, Mexico. As the Paciugo family grows, their passion for gelato continues to fuel the commitment to using the highest quality ingredients, traditional gelato-making methods and outstanding customer service.

Scoops Kids Spa (N224)

Scoops Kid Spa, a unique spa created just for kids, is a sweet place where kids can lounge on giant banana splits and be spoiled with ice cream-themed manicures, pedicures, picture perfect hairdos and more. The spa also features a Scoops Shoppe where guests can find a full selection of ice cream themed boutique and fashion items just for kids. The shop includes a complete line of Scoops signature items, beauty items, body products, accessories, jewelry and fashion items. Fun-filled party packages are also available that will turn any birthday or special event into a day to remember.

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Pop-Up Stores

Callisters Christmas (N300)

Callisters Christmas is a family owned retail company specializing in the warm, festive holiday of Christmas. Customers can find a wide assortment of ornaments and décor to dress the tree or home for the holidays . The family opened their first retail location in 1992 as an ornament cart and has been growing ever since. They now operate four seasonal Christmas Stores in Wisconsin and Minnesota.

Ragstock Holiday Store (W121)

Just in time for holiday festivities, the Ragstock Holiday Store will offer over 1,000 square feet of Christmas sweaters in every size, shape and color. Customers will also find turtlenecks, jewelry and other accessories to complement their holiday getup. The store will open prior to Thanksgiving through the end of the year.

The Izba (W135)

Quickly becoming the United States' leading source for artistic gifts from Russia, *The Izba* offers unique, richly colorful gifts largely unavailable outside the Russian/Baltic markets. *The Izba's* one of a kind artisan products convey the allure of foreign cultures and the mystery of the road less traveled. It's one of the only retail stores in the United States to feature quality gifts from these regions, including hand-crafted decorative art pieces, fine collectibles, home furnishings, original paintings, jewelry, lacquer art, art books, specialty tea, matryoshkas (nesting dolls), and art-inspired children's books and toys.

Lionel Trains (S160)

Lionel Electric Trains, the iconic brand that has put smiles on kids' faces for over 100 years has opened a retail location at Mall of America. The store features hundreds of different toy trains, accessories and collectibles and will remain open through the end of the year.

Coming Soon

Betty's Pies (S306)

Betty's Pies, originally founded in 1974 in Two Harbors, Minn., is coming to Mall of America®. Along with 30 mouth-watering pie recipes daily, Betty's Pies will serve breakfast, lunch and dinner, in addition to pasties, fresh fish, homemade soups and their famous rye bread.

LEGO (S164)

The LEGO® Store, the four-story showplace that entertains guests of all ages, will reopen after a major renovation. The new store will feature over seven large scale LEGO® Models, including the largest model in the world – a LEGO Robot towering over 34 feet tall. There will also be the biggest Pick-a-Brick Wall ever with 180 different LEGO elements to choose from, 300+ LEGO sets and LEGO-inspired items available for purchase, Play area and classroom area for the ultimate hands on experience.

Pita Pit (S372)

Pita Pit was founded on the idea that people want an exciting alternative to fast food restaurants – a place with great tasting food that's healthy, fresh and still served fast. So Pita Pit ditched all the heavy breads and buns, along with the higher carbs and fat that today's health-conscious consumers are trying to avoid. Instead they came up with their own special light and tasty Lebanese-style pitas. And they vowed to fill them with only the good stuff.

About Mall of America®

Mall of America is the nation's largest retail and entertainment complex. At 4.2 million square feet, MOA® is home to more than 520 world-class shops; Nickelodeon Universe®, the nation's largest indoor family amusement park; Underwater Adventures® Aquarium, a 1.2 million gallon walk-through aquarium; Moose Mountain Adventure Golf; Theatres at Mall of America™ - a 14-screen movie theater with VIP theatre and more. The Mall opened in August of 1992 and is located in Bloomington, Minn., just minutes from downtown Minneapolis and St. Paul. For more information visit www.mallofamerica.com.

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