

CHEESECAKE FACTORY LEADS ROSTER OF 15 NEWLY SIGNED RETAILERS AND RESTAURANTS AT WATTERS CREEK IN ALLEN

Momentum surging for Trademark development with signing of 15 highly sought after new tenants; on schedule for April opening

Trademark Property Company announced it has signed a lease with Cheesecake Factory to locate at Watters Creek in Allen. The popular restaurant will begin construction immediately at the new 52-acre urban retail resort where Phase 1 is scheduled to open in April of this year.

Cheesecake Factory joins 14 other popular tenants in signing leases totaling 64,781 square feet, bringing the total number of signed leases to 38. Signing on are Bath & Body Works, DSW, Le Creuset, Gymboree, New York & Company, Sample House, Victoria's Secret, Strasburg Children and The Boardroom Salon for Men. Celebrity Bakery and Café, Paciugo, Woodlands Grill and Gathering Place, Potbelly, and Patsy Grimaldi's Pizza join the list of dining options.

“The commitment to Watters Creek by Cheesecake Factory and our other new tenants continues to raise the bar for this new development,” said Terry Montesi, CEO of Trademark. “Despite a slow down for other developments in the market, we continue to grow in importance with our expanding list of retailers and restaurants; tenants who are highly sought after by both consumers and developers. It demonstrates the strength and certain success of this new urban neighborhood. Watters Creek will be a tremendous draw for the entire area and the better retailers continue to sign on.”

With nearly 620,000 of the final 1.15 million square feet of mixed-use space nearing completion, Watters Creek will soon be the commercial heart of the larger 500-acre Montgomery Farm development, located at the southwest corner of U.S. 75 and Bethany Drive. The first two Watters Creek merchants in Phase 1 to begin operation are P.F. Chang's, which opened July 2007, and the new 71,600 sf Market Street specialty grocer, scheduled to open on February 29.

Other merchants previously signed include Borders, Chico's, White House Black Market, Ann Taylor Loft, Eddie Bauer, Origins, Sephora, Village Jewelers, Jos. A. Bank, and Vera Bradley, along with numerous specialty restaurants including Naan Restaurant and Lounge, CRU wine bar and Brio Tuscan Grille.

Montesi says the strong mix of national specialty retailers and the dense design of this high energy urban development is what will continue to draw customers to Watters Creek again and again.

“Another part of the appeal of Watters Creek is the depth and diversity of the restaurant collection,” said Montesi. “It's only the second location in Texas for both the Woodlands Grill and Patsy Grimaldi's, home of the

number-one rated pizza in Manhattan. Add those to local favorites like Mi Cocina, CRU Wine Bar, Celebrity Café and top national brands such as P.F. Chang's, Brio, and Cheesecake Factory and others soon to be announced and you have an unparalleled dining destination. Then mix in the fashion component and set it all in a resort-like location and you have a preferred destination day and night, seven days a week.”

The design of Watters Creek takes full advantage of the existing topography, with a creek and pond to provide a lush and natural resort-like setting. Amenities include fountains throughout, a community fireplace, a town green/natural amphitheater and a world-class public art collection.

Phase 1 includes 230 urban multi-family residential units, 90,000 square feet of office space; and 300,000 square feet of retail and restaurant space. Future phases will include additional residential, retail, dining and office space as well as a soon-to-be-announced brand name lifestyle hotel.

“We believe this combination of dense urban design in the nation's suburbs is where smart development is heading,” said Montesi. “People are looking for a place they can live, relax, work and shop all in the same place. People can come home from work and grab their groceries or a new outfit; they can walk down for something to eat or for some exercise on one of the nature trails. It's all right there.

“Watters Creek is the also the first large retail/mixed-use development in Texas to receive Leadership in Energy and Environmental Design (LEED) certification. We incorporated elements such as increased insulation in walls and ceilings, reflective rooftop systems, use of recycled and local building materials where possible, and a recycling program for construction and tenants, both during and after construction. It's one thing to talk about being more 'green,' it's another to actually do it.”

Founded in 1991, Fort Worth-based Trademark Property Co. has developed or acquired nearly \$1 billion worth of retail and mixed-use space. Trademark is currently the most active mixed-use developer in Texas and one of the premier developers in the country having completed nearly six million square feet of retail and mixed-use development/redevelopment projects. Other notable Texas projects include the 500,000-square-foot Market Street-The Woodlands near Houston and Alliance Town Center in Fort Worth, a master planned 300-acre district with 1.8 million square feet of retail, office and hotel uses, and integrated residential development.

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