

THE MALL AT STONECREST

For Immediate Release
March 27, 2009

Contact: Jason Warner, Communications Consultant
Warner Group International
678-849-0243

Donald Bieler, Director of Marketing
678-526-9880 donaldbieler@forestcity.net

The Mall at Stonecrest Introduces Family – Friendly Shopping *Parental Involvement Program (PIP) to Start May 1*

LITHONIA, GA – The Mall at Stonecrest, a Forest City Enterprises property, announces plans for a more family-friendly shopping experience. The introduction of the Parental Involvement Program (PIP) is a program designed to augment the existing "Code of Conduct" as it relates to youth access to the metro Atlanta super-regional shopping center.

Under the new program, which takes effect Friday, May 1, 2009 youths under the age of 18 visiting the Mall at Stonecrest will need to be accompanied by a parent or legal guardian after 4:00 p.m. on Friday and Saturdays. The existing Code of Conduct will continue to remain in effect.

"The Mall at Stonecrest's PIP initiative is designed to enhance the shopping experience for all of our patrons," said Patricia Elmore Edge, general manager for the Mall at Stonecrest. "This program has been developed based on customer and merchant feedback requesting the need for more specific youth visitor guidelines."

PIP will cover all mall areas, including the movie theatre, food court, hallways, stores, plaza and parking lots. One parent or legal guardian (over the age of 21) will be permitted to escort up to four youths, and at least one of the youths will need to be the child of the parent or legal guardian. Proof of age will be required. Those who cannot produce sufficient identification will be asked to leave the property.

"We have consulted with community leaders, and along with our research we feel this effort will lead to positive results such as more families and business patrons coming to the Mall at Stonecrest to shop, dine and be entertained," said Edge. "This initiative encourages families to shop the mall." "The rise in parental involvement/youth escort policies is a national trend as retail centers seek to create a family-friendly atmosphere."

THE MALL AT STONECREST

PIP is a natural extension of the existing Mall at Stonecrest Code of Conduct, which does not allow misconduct such as vulgar language, running, screaming, walking in large groups that obstruct others, fighting, loitering, and disrespecting people and property. The new program will create a consistent, formal system that will be easy for youth patrons and their parents and legal guardians to understand and abide by.

During April, in preparation for the May 1st effective date, the Mall at Stonecrest will continue to reach out to various community groups and leaders, and post signs to educate patrons about the new program. Mall at Stonecrest security personnel have received specialized training on PIP enforcement and education. The PIP press conference is scheduled for Saturday, May 2nd at 3 p.m.

For additional information on PIP and the Mall at Stonecrest's Code of Conduct, visit www.mallatstonecrest.com.

About the Mall at Stonecrest

The Mall at Stonecrest features five major department stores including Dillard's, JCPenney, Kohl's, Macy's and Sears. The center offers 130 specialty stores, a 16 screen AMC Theatre with stadium seating and the Pavilion Food Court.

The Mall at Stonecrest is located off I-20, exit 75 Turner Hill Road in Lithonia, Georgia. For additional information on the Mall at Stonecrest, please visit www.mallatstonecrest.com. The retail center was developed and is owned by Forest City Enterprises, Inc., a \$9.5 billion NYSE-listed national real estate company. The Company is principally engaged in the ownership, development, management and acquisition of commercial and residential real estate and land throughout the United States. For more information, visit www.forestcity.net.

###

