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For Immediate Release

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A Week of Giving

*Random Acts of Kindness Week is celebrated at
Greenway Station® Shopping Center February 15-21.*

MIDDLETON, Wis. (February 1, 2010) - Established in 1995 as a 501(c) (3) nonprofit organization, The Random Acts of Kindness Foundation is a resource for people committed to spreading kindness. The Random Acts of Kindness Foundation inspires people to practice kindness and to "pass it on" to others. As people tap into their own generous human spirit and share kindness with one another, they discover for themselves the power of kindness. When kindness is expressed, healthy relationships are created, community connections are nourished, and people are inspired to pass kindness on.

The week of February 15-21 is Random Acts of Kindness week, an international celebration dedicated to reminding everyone of the positive benefits and effects of kindness. Kindness feels good for both the giver and the recipient. Random Acts of Kindness are the considerate, unexpected good deeds that individuals perform for others. When someone does a generous deed for another, a series of kind acts is set in motion, and kindness is shared across the community.

Thousands of schools, workplaces and individuals worldwide will celebrate this week assisted by The Random Acts of Kindness Foundation. Greenway Station will participate by randomly selecting 200 lucky Greenway Station shoppers, from February 15-21, to

receive free \$5 or \$10 Greenway Station Gift Cards. So open the door for someone, help a friend in need or just share a smile and you may find Greenway Station returning the kindness.

"We hope this small gift is the beginning of a snowball effect with each of the recipients. The true payoff is when they, in turn, do something kind for someone else. And it becomes contagious from there," said Corey Kautzky, General Manager for Greenway Station.

In an effort to acknowledge those that have given, Greenway Station is inviting people that have been touched by kindness to not only pay it forward, but pay it back. From now through February 19, people can submit their kindness experiences to www.greenwayshopping.com where two "givers" will each win a \$250 shopping spree. Star Country 96.3 is also accepting nominations on www.wmad.com and will help to select the two winning "do-gooders."

"All of us at Clear Channel radio are thrilled to be part of something that inspires people to show kindness to others. Working with Greenway Station to promote Random Acts of Kindness is positive and a great message we all hope will be replicated everyday," said Jeff Tyler, Vice President and Marketing Manager for Clear Channel Radio – Madison.

Even though the two prizes can only be given to those that have identified themselves, all experiences are welcome. For those that have been touched by an anonymous source and never had a chance to say "thank you" this is a way to express their gratitude. Submittals will be posted at www.greenwayshopping.com so acts of kindness, no matter how big or small, can be acknowledged.

The winner will be chosen and announced on Star Country 96.3 on Monday morning February 22.

For more information on Random Acts of Kindness Week, visit www.actsofkindness.org.

For more information on Greenway Station, visit www.greenwayshopping.com.

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About Greenway Station®

Greenway Station, a joint effort between RED Development and Greenway Properties, is a 325,000-square-foot, open-air lifestyle center. Located along Greenway Boulevard and U.S. Highway 12/14 on 51 acres in Middleton and just 10 minutes west of downtown Madison, Wis., Greenway Station is the first shopping center of its kind in the area, combining unique shopping, entertainment and dining with strolling walkways and extensive landscaping. For additional information on Greenway Station, visit www.greenwayshopping.com.

About RED Development, LLC

RED Development, LLC, formed in 1995, has co-headquarters in Kansas City, Mo. and Scottsdale, Ariz. RED develops, leases, manages and owns shopping centers throughout the nation. RED has more than 30 centers open, in development or under construction, totaling more than 19 million square feet. The company primarily focuses on open-air, lifestyle centers and destination retail and entertainment developments. To learn more about how RED is “REDefining” retail and entertainment development, visit www.reddevelopment.com.