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For Immediate Release

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Woldenberg's to Join Greenway Station[®] Shopping Center

Local retailer slated to open in October 2009

MIDDLETON, Wis. (October 22, 2009) – Woldenberg's will become the newest addition to the outstanding line-up at Greenway Station[®] Shopping Center. With the addition of Woldenberg's and recent opening of Coldwater Creek and MeWe Unique Boutique, Greenway Station includes more than 35 stores and restaurants.

The store is scheduled to open October 20, 2009 and will occupy 4,500 square-feet along Deming Way. Woldenberg's is a premier men's and women's apparel store that has been in the Madison market since 1908. The store carries several clothing lines including: Hugo Boss, Burberry, Joseph Abboud, Jack Victor and the St. John Collection.

"Our plan is to lease space temporarily at a location near J. Jill while our permanent space is being constructed and designed. We have retained Laurel Brown of Brownhouse Design to create our Woldenberg's feel and look to enhance our long standing high fashion brand for which we have become known," says Marvin Prue.

"We are very excited to announce the addition of Woldenberg's," said Corey Kautzky, general manager for Greenway Station. "Woldenberg's provides a unique experience and will offer our customers an even greater variety of retail shops to choose from when they visit Greenway Station."

The store offers several great services including personal shoppers, special orders, custom-made shirts, free alterations on full-priced items, complimentary gift wrap and shipping, layaway with no interest and gift certificates. Woldenberg's has also won the title "Best of Madison" multiple times.

Greenway Station Shopping Center is open 10 a.m. to 8 p.m. Monday through Saturday and noon to 5 p.m. on Sunday with some stores and restaurants open extended hours.

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.