



Contact Information:
Nicole Sjogren
Marketing Coordinator
(608) 824-9111
nsjogren@greenwayshopping.com

For Immediate Release

Guitar Center Amps Up Greenway Station Tonight *Plus, Biaggi's Begins Construction*

MIDDLETON, Wis. (January 14, 2016) – All expert and aspiring musicians of Middleton will now have convenient access to over ten thousand square feet of musical paradise at Greenway Station's new Guitar Center. The new retailer will celebrate their grand opening tonight, January 14 from 7 p.m. – midnight with doorbusters, giveaways, discounts and live music. Guitar Center's event has followed a series of exciting announcements for development at the center, which included the announcement that Biaggi's Ristorante Italiano would move from their current location on Junction Road to Greenway Station. Construction commenced this week at 1611 Aspen Commons and Biaggi's is scheduled to be open for business in their new location at Greenway Station this spring.

Guitar Center will open their doors tonight and invite shoppers to tour their new store, complete with state-of-the-art lesson and repair facilities, a new rental department, hands-on DJ experience and the best assortment of music gear. Guitars, iPads, and other prizes will be given away raffle-style within the first two hours of the event as shoppers enjoy a live performance by Kenosha-born band, Bascom Hill. Discounts on lessons, rentals and repairs and special financing offers will continue throughout the evening and into the weekend. Their staff is unmatched with expertise and commitment to making gear easy to buy, so shoppers can expect an unrivaled in-store shopping experience. "Our new Middleton, WI store will foster a hands-on environment in which customers are encouraged to interact with a vast selection of instruments that complement all music genres," said Wayne Colwell Guitar Center's Executive Vice President of stores. "We're excited about the opportunity to create a more immersive in-store experience for our customers and to provide instruments to the already rich atmosphere of musicianship in the area." With more than 260 stores across the U.S. and industry-leading online presence, Guitar center has helped people make music for more than 50 years. For more information on Guitar Center please contact Syvetril Perryman, Media Relations, at (818) 735-8800 x 2979 or syvetril.perryman@guitarcenter.com.

Biaggi's Ristorante Italiano began construction this week at 1611 Aspen Comments next to Fuddruckers. Amy Goddard, Director of Marketing for Biaggi's, said she is looking forward to a target opening date of May 1 and confirmed that planning is underway for a beautiful build-out and exciting grand opening. Biaggi's will operate at their current location until their grand opening at Greenway Station and looks forward to delivering a memorable, Italian dining experience at Greenway Station, to all new and returning visitors alike. For additional information about Biaggi's please visit www.biaggis.com.

###

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

Greenway Station is part of the RED Development portfolio. A wholly integrated commercial real estate company, RED Development maximizes asset value and performance for its high-quality retail and mixed-use portfolio that comprises 34 properties totaling 17 million square feet in 11 states. For more than 20 years, RED has been a preferred partner for national retailers and investors. The company also works with third-party property owners seeking RED's expertise in remerchandising and repositioning properties to improve profitability and appeal. A privately held company headquartered in Phoenix, AZ with corporate offices in Dallas, TX, and Overland Park, KS, RED builds on its development capabilities as an active acquirer of existing properties. For more information, visit www.reddevelopment.com.