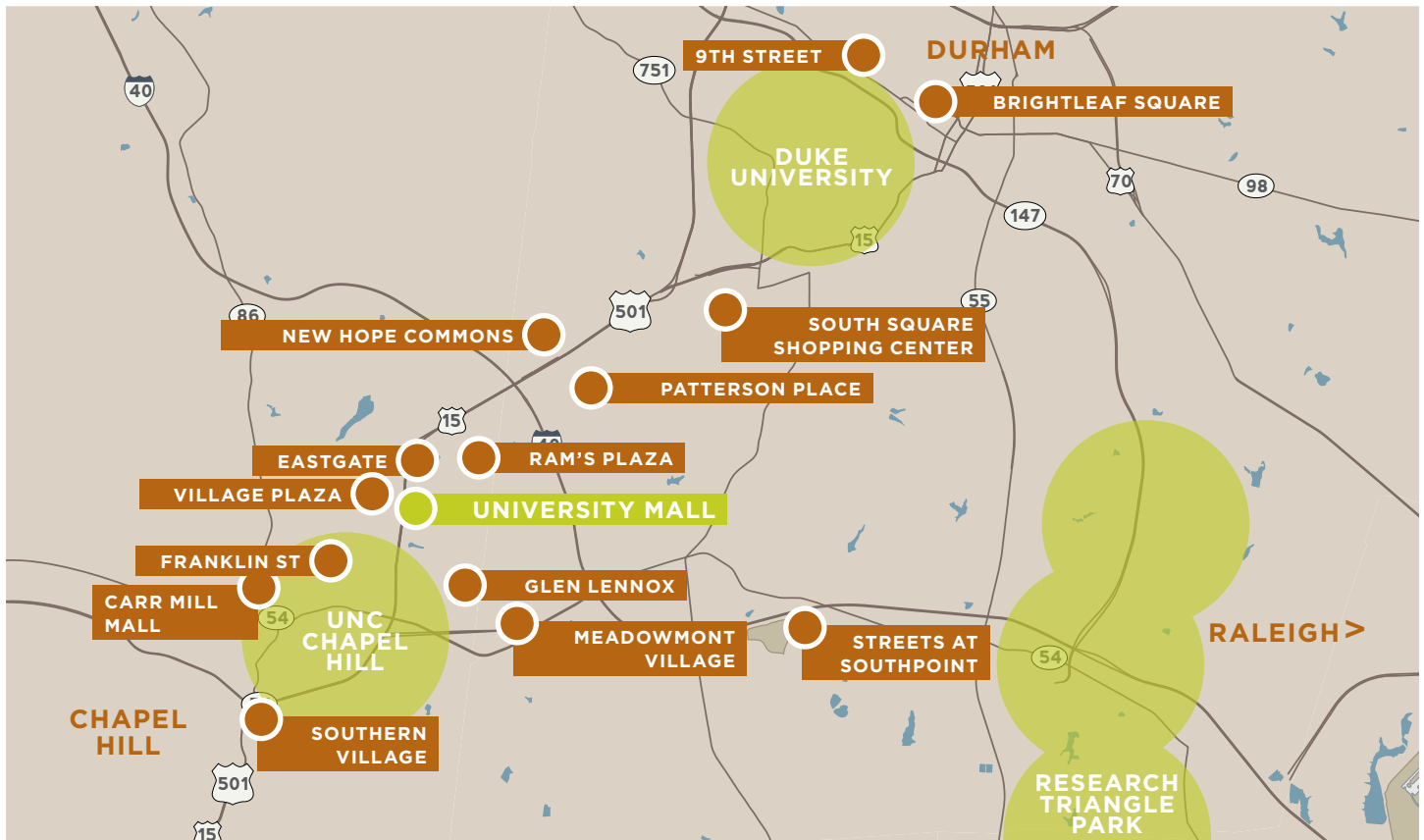




UNIVERSITY
MALL



MARKET OVERVIEW



RESEARCH TRIANGLE

North Carolina's Research Triangle contains: Durham, Chapel Hill and the state's capital, Raleigh. The area's prominent business community is complemented by a rich education system, growing population and appealing lifestyle options in shopping, dining and entertainment.

- 1.3 million residents and 11.5 million visitors annually
- 114,000 students attending local colleges and universities, including Duke, University of North Carolina at Chapel Hill, and North Carolina State University
- Research Triangle Park is a 7,000-acre development that is home to more than 170 companies and employs over 42,000 people
- The Triangle is home to two world-class health care systems — Duke and UNC
- Three major state museums of art, history and natural science
- Served by the state's second largest airport, Raleigh-Durham International Airport
- Diverse employers in the high-tech, bio-medical, education and state government industries
- Fastest growing metro area in the country (US Census Bureau, March 2009)
- Ranked "The Best Place for Business and Careers" for the third straight year (Forbes, March 2009)

CHAPEL HILL OVERVIEW

Chapel Hill represents the cultural and educational hub of the state. The market is filled with highly educated, affluent, socially conscious, culture aficionados who frequent the theater, art shows, dance performances and concerts.

CHAPEL HILL FACTS

- Population of 51,519 plus an additional 32,000 students
- Unemployment rate of 3.6%
- Median age is 30.4
- Median Household income is \$88,000
- 75% of the population has a college degree
- Orange County has the highest number of PhD's per capita in the U.S.
- Major employers include the University of North Carolina, UNC Hospital, and Blue Cross Blue Shield of NC



The prestigious **University of North Carolina**, the oldest public school in America, is the backbone of Chapel Hill. Total enrollment in 2009 approached 32,000 students — a staggering 77% of whom live in North Carolina. UNC has a very strong alumni network, many of whom regularly return to town for football and basketball games, or visits to the Morehead Planetarium, Memorial Hall Performing Arts Center, and Ackland Art Museum.



UNIVERSITY MALL

Nowhere is a shop local movement as alive and vibrant as it is in Chapel Hill and University Mall. University Mall features some of the region's best-in-class locally-owned and national retailers and restaurants.

A SOUTHERN SEASON

Nationally recognized gourmet retailer and award-winning **A Southern Season** anchors the center and features international gourmet foods, one-of-a-kind gift baskets and samplers, and other North Carolina specialties. **CLASS** (Culinary Lessons at A Southern Season) provides an epicurean education dished from renowned chefs in a state-of-the-art cooking classroom. The **Weathervane Restaurant & Coffee Bar** is a popular dining option for residents and visitors alike.



UNIQUE, LOCALLY-OWNED RETAILERS

University Mall features dozens of locally-owned retailers, restaurants and galleries.

Spice Street



Famed local restaurateur Giorgios Bakatsias' Spice Street offers an intoxicating blend of stunning décor and exotic flavors guaranteed to please the palette.

Modern Times



With a 25 year history of knowing exactly what Chapel Hill women want to wear, Modern Times carries designs from Free People, Nicole Miller, Michael Stars, and Spanx and many more.

Details



A 2009 Best of Chapel Hill Award winner, Details sells home and personal wares with contemporary twist. Details offers a wide variety of products including watches, jewelry, tabletop, and pens.

Turning Point Gallery



A fine art gallery featuring the original works of more than 20 artists, including painters Simon Bull and Maeve Harris, and sculptors Wayne Salge and Nancy Jacobsohn.

Night Gallery/Branching Out



Combining two of Chapel Hill's favorites, Pam Williams of Night Gallery/Branching Out, features vintage furnishings, garden antiques, and women's apparel.

Dina Porter



A contemporary clothing and accessories gallery featuring over 100 American designers including Eileen Fisher. Voted 2009 Best Fashion Boutique of Chapel Hill.

The Virginia Gail Collection



A retail store and design studio created and inspired by interior designer Casey Blalock puts an emphasis on luxury bed linens, throws, furniture and other home goods

Tyndall Gallery



Founded in 1991, the Tyndall Galleries gained a reputation for exceptional works of art by preminent artists in a beautiful, calm and uplifting environment

Cameron's



A gallery of gifts, jewelry, cards, bath, toys and highly entertaining off-the-wall-stuff.



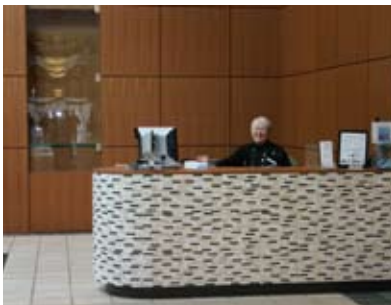
A NEW VISION

Recognizing the importance of arts and culture in the Chapel Hill community, the center recently embarked on a multi-million dollar **redevelopment initiative** which will introduce art lounges and sculptural elements along with dedicated performance areas to highlight local talent. A comprehensive **rem merchandising strategy**, modernized architectural finishes and improved access from US 15-501 will make the University Mall a showpiece for the town of Chapel Hill.

NEW EXTERIORS



NEW INTERIORS



NEW ENTRANCE ROAD





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