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SPECTRUM CAPITAL FORMS KEY STRATEGIC ALLIANCES

Trio of Outlet Industry Experts Named to Direct Development Efforts for The Outlets at Bloomfield

JACKSON, MS (May 23, 2011): Spectrum Capital, LLC, a privately owned, diversified real estate investment firm, announced today it has tapped a highly-skilled team of outlet industry professionals to lead its leasing, marketing and architectural design efforts on behalf of The Outlets at Bloomfield, a planned 335,000 square foot, 40-acre outlet shopping center located near Jackson, Mississippi.

“We’re pleased to align ourselves with this hand-selected team of proven and deeply experienced outlet industry talent. We are confident each will achieve great and countless successes as we continue to develop what will soon become Mississippi’s largest outlet shopping destination,” said Spectrum Capital Project Manager Drew Niederriter.

Spectrum Capital’s newest partners include:

FFO Realty: Responsible for all retail leasing activity, FFO Realty is a leading real estate leasing and development advisory firm headquartered in Baltimore. Operated by three former Prime Retail executives, the firm brings more than 40 years of experience to Spectrum Capital.

Strategy + Style Marketing Group: A marketing agency based outside New York City, Strategy + Style Marketing Group is led by Karen E. Fluharty, a former Prime Retail and Premium Outlets

marketing expert with more than 25 years of experience. The company will direct and execute all traditional and business-to-business advertising, interactive and social communications, tourism marketing and public relations activity.

LOD Solutions, LLC: LOD Solutions will provide Spectrum Capital with a full-array of specialized architectural design services innovatively tailored for the outlet center industry.

According to FFO Realty Principal Scott Fisher interest in leasing retail space at The Outlets at Bloomfield is moving at a fast pace. “We expect to leave RECon next week with solid commitments from a core group of leading tenants,” he said.

With more than 335,000 square feet of gross leasable area, The Outlets at Bloomfield will be the largest outlet shopping destination in Mississippi. Located just minutes from the capital city of Jackson in the city of Pearl, the property will feature a collection of approximately 80 leading designer and brand-name stores in categories such as apparel, accessories and home furnishings. For more information, please call Scott Fisher at 410.779.1284 or visit www.ffe.realty.com.

ABOUT SPECTRUM CAPITAL

Spectrum Capital, LLC is a privately owned, diversified real estate investment firm focused on the development, management and acquisition of real estate assets including high-rise condominiums, retail and entertainment destinations, sports facilities, and mixed-use properties. As a full-service real estate company, Spectrum maintains in-house expertise in such critical areas as market research, acquisitions, sales, leasing, financing, construction, and asset management. For more information please visit www.spectrumcapitalre.com.

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