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FOR IMMEDIATE RELEASE

SPRING IS IN FULL SWING AT DESERT RIDGE MARKETPLACE

Desert Ridge Marketplace is rewarding you for shopping, Free Easter Bunny photos, Electronic Recycling and much more!

PHOENIX, ARIZONA (April 4, 2012) – This is the last weekend to bring the kids and join us at the Barnes and Noble Fountain at Desert Ridge Marketplace to visit with the Easter Bunny and get a FREE downloadable professional photo. Friday and Saturday, April 6th and 7th 11am-9pm. For more information visit, www.shopdesertridge.com/bunny.

How would you like to be rewarded for simply shopping and dining at Desert Ridge Marketplace? Spend \$200 or more in the same day at Desert Ridge Marketplace (including Vestar Gift Cards) between April 2nd -30th 2012 (or while supplies last) and receive a \$20 Cash Card from Sport Authority at Desert Ridge Marketplace. For more information visit, www.shopdesertridge.com/sports.

Who doesn't love a great deal? Desert Ridge Marketplace has coupon books filled with tons of Spring savings from many of the retailers and restaurants. You can find these savings online at www.shopdesertridge.com/savings or pick up a coupon book in the Management Office, located between XI Clothing and Payless Shoes Monday-Friday 8:30am-5pm. Hurry in these deals expire April 30th!

Do you have any old computers, printers, telephones or anything else you want to get rid with a cord? On Saturday April 28th between 8am-2pm, come unload your old electronics at the Desert Ridge Marketplace recycling station located just south of Albertsons, and support the efforts of StRUT (Students Recycling Used Technology) and Westech Recyclers. Visit www.shopdesertridge.com/recycle for a list of approved electronic recyclables.

Want to win tickets to see Rain: A Tribute to the Beatles at ASU Gammage on Thursday, May 10th and a \$100 gift card to Yard House? Enter at www.shopdesertridge.com/asugammage.

Live Music at Desert Ridge Marketplace! Come out to Desert Ridge Marketplace and enjoy live performances from local musicians every Friday and Saturday night near the District Stage and AMC Fountain Area. Each week different performers will showcase their music for you to enjoy. Details: Desert Ridge Marketplace, 21001 N. Tatum Boulevard, Phoenix. Admission: Free, Friday's and Saturday's 7:00 p.m. - 10:00 p.m. at the District Stage and 7:00 p.m.- 9:00 p.m. at the AMC Fountain.

About Desert Ridge Marketplace

As Arizona's premier shopping, dining and entertainment destination, Desert Ridge Marketplace delivers the ultimate shopping experience in a distinctive outdoor setting. Immerse your shopping senses in a unique blend of specialty retailers, restaurants and entertainment venues spread over 110 acres. The center's 1.2 million square feet of retail space – home to over 110 retailers and restaurants – bursts with color, energy and fun, creating a one-of-a-kind lifestyle destination you'll want to come back to again and again.

Desert Ridge Marketplace is located in Phoenix, Arizona, just north of the Loop 101 on Tatum Boulevard. For more information, visit the website at www.shopdesertridge.com.

About Vestar

Headquartered in Phoenix, Ariz., Vestar is one of the leading privately held real estate companies in the western United States. The company develops and manages retail and entertainment destinations of varying size and scale that serve as community focal points. Since its inception in 1977, Vestar has earned a reputation for integrity and responsibility in the fields of commercial development and property management. The company enjoys a significant market share in the Phoenix, Los Angeles and San Diego metropolitan areas.

For more information, visit the website at www.vestar.com.

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