

attract customers and build on relationships with retail managers and employees and Mills staff. As a partner, First Citizens is a preferred provider to new Concord Mills tenants, has hosted security seminars for store managers, participated in coupon books and continues to look at ways to build on its partnership. For the holidays, First Citizens teamed with Concord Mills on two broadcast promotions, the WYLT Santa Sleigh and the MAGIC 12 Days of Christmas.

NorthEast Medical Center
Many of NorthEast Medical Center's (NEMC) marketing efforts are based in relationship building – one reason the Concord Mills partnership is such a good fit. It offers NEMC an environment in which relationships can be developed at both the individual and business levels. "We consider every single business at Concord Mills to be a partner," said Gayle Deal, Executive Director of Business Health Services at NEMC. Concord Mills businesses have benefited from NEMC's drug screening and worker's comp injury treatment and management services,

while businesses have assisted the medical center by providing the forum to conduct events which draw from the thousands of Mills' visitors. Further availing itself of Mills offerings, NEMC maintains an information-stocked kiosk, which serves as a conduit for special health programs and wellness services. The walking group, Mills Milers, also gathers at the kiosk for monthly programs. "NEMC really uses Concord Mills as a venue to bring health care to people and to bring education to people, and Concord Mills has helped build awareness of NEMC," said Deal. "So we're giving back, but we're gaining a lot too."

STAFF SPOTLIGHT

Vinnu Deshetty
Manager,
Partnership Marketing

Vinnu Deshetty, Manager, is the newest staff member of The Mills' Partnership Marketing & Sales group. Prior to joining The Mills in July, Deshetty worked as the Events Manager for Washington, D.C.'s historic Union Station, where she had responsibility for mall marketing, sponsorships and promotions, as well as exhibit and event development. While at Union Station, Deshetty worked with world-renowned exhibitors such as the Field Museum and the Smithsonian to develop public art concepts. In addition, she facilitated promotions for Swatch USA, Microsoft, Coca-Cola and The History Channel. Deshetty also hosted film shoots for *Hannibal*, *Along Came a Spider*, *Collateral Damage*



and the upcoming Al Pacino film, *The Farm*. In her position with Mills, Deshetty's efforts will focus on St. Louis Mills, slated to open fall 2003, and Opry Mills. Deshetty earned a master's degree in public administration from Tennessee State University and a B.S. in Political Science and Human & Organizational Development from Vanderbilt University.

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The Mills currently has 14 market dominant retail and entertainment destinations and five properties under construction or development.

Running through Colorado Mills is 2.8 million feet of electric wire, enough to run up and down the highest mountain in Colorado (Mt. Elbert) 97 times.



BRAND BUILDER

The Mills Corporation, the Industry Leader and Innovator in Shoppertainment®

Colorado Mills™ Opens in the Rockies

Raising the bar on itself, The Mills Corporation opened Colorado Mills™ outside of Denver in Lakewood, Colorado, in mid-November.

"Colorado Mills is a stellar addition to The Mills portfolio," said Carrie Mullner, Director of Partnership Marketing & Sales, The Mills. "We're pleased to be part of the Colorado market, and we worked to incorporate important Colorado themes at the property – the mountains, the Colorado River, the Old West."

A Thursday grand opening attracted more than 75,000 visitors to the property that is expected to bring in a total of 14 million visitors in its first year. The first shoppers to the 1.2 million-square foot value retail and entertainment property made cash registers ring to the tune of \$4 million on day one.

The first 3,000 grand opening day visitors had a chance to win up to \$1,000 in Colorado Mills gift certificates, with more than \$10,000 in shopping sprees and prizes given away. The grand opening was filled with activities, including musical and theatrical entertainment, magic, the Coca-Cola Bear and a book signing for first-time children's author Stephanie Bloom.

The night prior to grand opening was a sneak preview called "An Affair of the Seasons." The private party for 5,000 Denverites benefited Habitat for Humanity. Guests contributing to Habitat received a special gift.

An Affair of the Seasons served as a test run for retailers' operations prior to the grand opening, generated



The new Colorado Mills includes A Place to Grow™ children's play area.

pre-opening sales and helped generate buzz and excitement to members of the Denver-area hospitality industry, the Denver Metro Convention & Visitors Bureau, travel agents, media and community and government leaders.

Colorado Mills is home to 200 retailers, including manufacturer and retail outlets, off-price retailers, category-dominant stores and dining and entertainment choices, including a United Artists multiplex opening this month.

The new property boasts several firsts. California-based Skechers, maker of trendy sneakers, has its first Colorado store with Colorado Mills, as does Nambe, maker of alloy metal vases and plates and other home accessories. Last Call from Neiman

Marcus has its first Colorado store at Colorado Mills too.

High-end German clothing maker, Escada has opened an outlet at Colorado Mills, and St. John's Knits has opened a discount store. Anchors include Borders Books and Music, Eddie Bauer Outlet, Gart Sports, Jillian's, OFF 5TH Saks Fifth Avenue Outlet and SuperTarget. A dozen local businesses also have opened at Colorado Mills.

The Lakewood property will include an ESPN X Games Skatepark, the third in the Mills portfolio, when it opens next spring. And visitors should feel secure with a new police substation located at The Mills.

Colorado Mills is a center easily reachable by the mountain communities, something that had been missing for the area. The property has brought hundreds of jobs to the area and is estimated to generate 10 percent of Lakewood's sales tax base.

At 1.2 million square feet, Colorado Mills is twice the size of Denver's famous Pepsi Center.



Engaging marketing materials helped generate pre-launch buzz for Colorado Mills.

MILLS PARTNERS

- Ameritech
- Arizona Heart Institute and Hospital
- The Arizona Tribune
- AT&T
- The Baltimore Sun
- Bank of America
- Baylor Medical
- Cal Fed Bank
- Chevrolet
- Cingular Wireless
- Circuit City
- Coca-Cola
- Colony Homes
- Comcast
- CT Communications
- Curb Records
- Discover Card
- DMX
- Dodge
- EarthLink
- First Bank
- First Citizens Bank

- First National Bank of Gwinnett
- Frost Bank
- LA Times
- Lou Sobh Automotive Network
- Memorial Hermann Katy Hospital
- The Miami Herald
- Mobile Systems Wireless
- North Arundel Hospital
- North Broward Hospital District
- NorthEast Medical Center
- Rick Case Automotive Group
- Safeway
- St. Anthony Hospitals
- Stevinson Automotive
- SunCom
- TDS METROCOM
- Toyota
- Trane
- TXU Communications
- UCI Medical Center
- The Washington Post

2 Discover Mills™ is One Year Old

3 Partners Renew at Concord Mills

4 New Staffer Focuses on New Property

The average shopper makes 41.6 trips to the mall annually, spending 78.1 minutes and \$78 per visit.

Property Update

Discover MillsSM Turns One Year Old

Discover[®] Financial Services, Inc. and The Mills Corporation made industry news in 2000 when a shopping center industry first was announced with the naming rights deal for Discover MillsSM in Atlanta. The following year marked the grand opening of the property, and in November Discover Mills celebrated its first birthday. Since birthdays offer a good opportunity to reflect on the past year, let's take a look at year one for Discover Mills and its partner:

Doing Fine in a Tough Market

In a time where much of the retail economy has suffered losses, Discover Mills has attracted 10 million visitors in its first year.

According to Art Barmash, Director of Sponsorships and Promotions, Discover Financial Services, "Things are going well, and we're pleased with our partnership. We have ongoing and special programs we've brought to Discover Mills that add value to Discover Cardmembers' shopping experiences."

The Discover Mills Experience

"There's a lot of synergism that's been created at Discover Mills in our first year of business," said Yvonne Jacobs, Partnership Marketing Manager, The Mills. "The Discover Card presence and the host of Discover Card activities, the museum annexes of the Georgia Music and Sports Hall of Fame, the Mills Music Café, our 200 specialty stores and outlets and the new UpSprouts Kids Club™ at our equally new Place to Grow™ interactive children's area all combine to create a great shopping, entertainment and educational destination for Georgians."

Among Discover Mills' anchor tenants are Bass Pro Shops Outdoor World and BLACKLION, a multi-merchant retailer that represents some 145 individual boutiques with art, children's items, gifts, holiday items and home accents. This is Georgia's first BLACKLION. Artful Living, bebe Outlet, Bose Factory Store, The Children's Place Outlet, Eddie Bauer Outlet and – another first for Georgia – the Joan Vass USA Outlet are a few of Discover Mills' specialty retailers.

The Discover Card ExperienceSM

For Cardmembers, the Discover Card ExperienceSM at Discover Mills includes free services and products at the Discover Card service desk. Among the perks of being a Discover Cardmember are free bottled water to alleviate the thirst that builds during power shopping, complimentary shopping bags, two-



way radios for onsite use, cell phone recharging and coupon books. In addition, courtesy gift boxes and tissue paper are available year round. And current and prospective Cardmembers can check balances or apply for a card at Discover Card's Discovercard.com terminals.

"Discover Card is the card that rewards its members, so we strive to give our Cardmembers something extra when they shop at Discover," added Barmash.

Little Orange Gift Boxes

The *Something Extra* campaign kicked off at the beginning of the year with Little Orange Gift Boxes filled with chocolates and a merchant coupon book. Back-to-school fashion shows in conjunction with Osh Kosh B'Gosh, Papaya, Samsonite and Wilson's Leather were part of the *Something Extra* program.

Among other activities during the year was the in-mall game show, *Win Something Extra*. Cardmembers who showed they made purchases at the mall with their Discover Card had a chance to spin the wheel of the game board and win gift certificates and other prizes from participating merchants. And October and November featured breakfast for Cardmembers through the *Morning Perks* program.

This holiday season the Little Orange Box has returned and will be available through January 3 to Cardmembers who spend \$150 or more using their Discover Card. They will receive the gift box which will have a prize inside worth \$15 or more. The inside surprise might be a merchant gift certificate, a \$100 Discover gift card or a certificate redeemable for a full set of Samsonite luggage.

"The Little Orange Gift Boxes are just one example of how we're rewarding our Cardmembers and driving traffic to the property," said Barmash, who adds that Discover Card has established new customers through the relationship. "With Mills, we have presence in an environment where using a credit card is a natural fit, so it's good for us and good for Mills."



In 1946, there were eight shopping centers in the United States.

Mills in the Community

Habitat Nears Home Completion with Discover MillsSM Help

Through the work of Habitat for Humanity International – and with a little help from Discover MillsSM – one more Gwinnett County, Georgia, family soon will have a new home.

Habitat for Humanity International brings families in need together with volunteers to build decent and affordable housing. Homeowners and volunteers contribute "sweat equity" to build houses under trained supervision.

Discover Mills teamed up with the Gwinnett County affiliate of Habitat for Humanity when *A Place to Grow*SM was launched recently. The two programs complement each other and share the idea of creating safe, nurturing places to grow and learn. For example, birdhouses made by Habitat were finished by children participating in *A Place To Grow* and will be brought to the new Habitat house and installed at the mid-December dedication.

Following the official dedication of the new home, Eileen Baker and her children, Christopher, Marie, Renee and Victoria, will be moving into their home thanks to the hard work of about 200 volunteers who worked during a 12-week period to build the



At the groundbreaking for their new home, Renee Baker and mom Eileen Baker prepare for building, along with staff from Discover Mills – Cris Burgum, Assistant General Manager; Lisa Williams, Accounting Director; Tia Bacon, Receptionist and Alice Bacon, Management AA.

house. On any given week, 15 to 30 working volunteers were onsite.

The house is a dream come true for Eileen Baker. For the Gwinnett Habitat affiliate, which started building residences in the late 1980s, finishing this house brings the affiliate closer to reaching its goal of building 100 houses by 2005.

The completion of the Baker house comes on the heels of the recent

announcement by The Mills Corporation of a \$1 million, five-year corporate sponsorship agreement with Habitat for Humanity International to join the *More Than Houses* program.

As part of the program, Mills will contribute \$200,000 annually beginning next year to build affordable houses. Funds will be directed to markets where Mills has centers. To further support its commitment to Habitat, Mills will help build awareness of Habitat's work, assist in fundraising and promote the organization at Mills locations.

Joining *More Than Houses* is a natural extension of work Mills has done with Habitat in the past, including contributions in markets served by Concord Mills, Sawgrass Mills and, most recently, Colorado Mills.

Corporations, individuals, faith-based groups and others provide financial support to build Habitat houses, which are sold at no profit, with no interest charged on the mortgage.

Since 1976, Habitat has built more than 125,000 houses in 80 countries. Of those built, 45,000 have been in the United States.

Habitat for Humanity has nine affiliate offices in metropolitan Atlanta.

Concord Mills

Three Partners Renew Agreements at Concord Mills

Some things are better with age. Red wine comes to mind. Dodge, First Citizens Bank and NorthEast Medical Center would say so does a partnership with Concord Mills in Charlotte, North Carolina.

The three partners all recently renewed partnership agreements with The Mills Corporation. Following are a few things they've been working on to keep the partnerships growing strong and some thoughts on why the partnerships make sense for their business strategies.

Dodge City

"We've barely scratched the surface on what the full potential is for the

Dodge partnership at Concord Mills," said Sandy Saddler, Charlotte Zone Manager, Daimler-Chrysler.

The Dodge partnership primarily serves the Dodge dealers in the Charlotte DMA and is a key sponsorship for the Dodge brand.

"The Dodge Viper Thrill rides last spring are what really opened our eyes to the possibilities," said Saddler. The Viper Thrill Rides brought 4,000 people to Concord Mills and "Dodge City" and were timed to coincide with a major NASCAR race weekend – one sponsored by a competitor – at the nearby Lowe's Motorspeedway. "From an ambush standpoint, Dodge gets high visibility, and the groundwork is there for Dodge, now a major force to be reckoned with in NASCAR."

Next May, Dodge hopes to make Viper Thrill Rides even bigger and better, taking them to the proverbial "next level."

First Citizens Bank

First Citizens Bank is a company that's all about service. The merchant banking center at Concord Mills represents that philosophy in practice.

The banking center allows merchants to stay onsite for many banking needs, is side-by-side with the night depository and adjacent to a 24-hour staffed police precinct.

"We get rave reviews from store and regional managers who truly appreciate the setup," said Ken Yelton, Senior Vice President and Market Executive for First Citizens Bank. "Many customers have come our way by word of mouth from users who find the merchant banking center convenient and easy to use."

Between the merchant banking center and a branch built on one of Concord Mills' out parcels across from Jillian's, First Citizens continues to

cont'd on page 4

There are 50 million Discover Cardmembers.