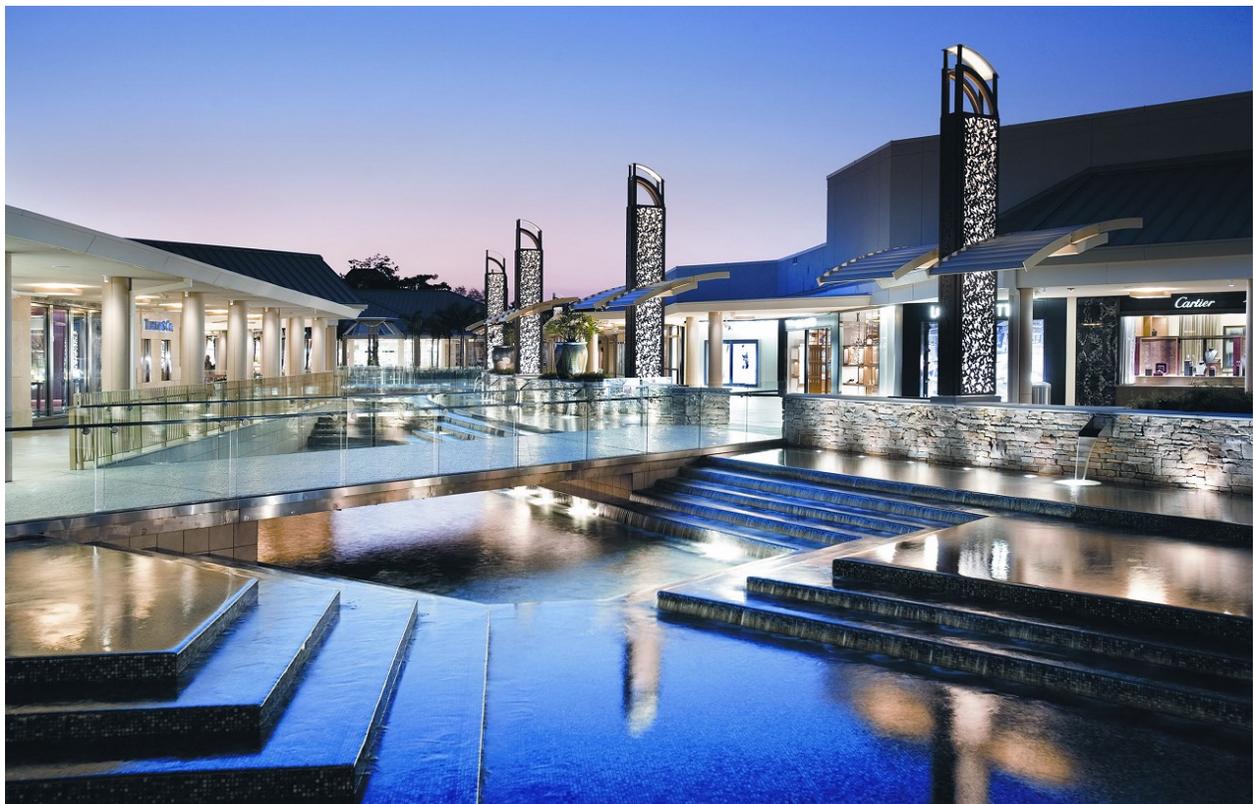


WATERSIDESHOPS

PRESS KIT 2016



INTRODUCTION

Waterside Shops is the Gulf Coast's premiere shopping and dining destination, where the finest names in luxury retail and fashionable lifestyle stores are set amid a lush landscape of 30,000 tropical plants and flowering shrubs, a 550-foot-long hand-laid rock wall punctuated by cascading water, and dramatic lighting features. More than 50 shops and restaurants let visitors indulge in the extraordinary while they delight in the everyday.

Enclosed is an overview of Waterside Shops and a profile of our merchants, along with media information. We invite you to view archived Press Releases online at <http://www.watersideshops.com/press-releases> to stay apprised of current information on special events and exclusive offerings, as well as announcements of new store openings and how we continue to grow.

Media professionals are invited to access the "Media Resource," which offers a full high-resolution photo gallery. To be issued a Password, call the Management Office at 239-598-1605. Prior to planning a visit to the Center, please review the following Media Policy.

MEDIA POLICY

Please follow these procedures when seeking access or information regarding Waterside Shops or its retailers:

1. For information, interviews, or access to film on property:
 - Please contact our Public Relations Agency of Record, Kellie Jacoby at 239-410-5820 or email at kellie@jcubed3.com.
 - During office hours, please call Mall Management at 239-598-1605, Monday through Friday, 8 a.m. to 5 p.m.
 - After 5 p.m. daily and on weekends, you may contact our Security Office by calling 239-825-1759. The Security Supervisor will reach the manager on duty to respond to your call.
2. Please always call in advance to gain access to the property. We require that working members of the news media be escorted by a staff member while on assignment at our property. Once granted access, media representatives must check-in at the Mall Office, located down the hallway between Tory Burch and Free People.
3. Requests to interview our guests will be reviewed on a case-by-case basis. Again, please call the PR agency of record in advance of your arrival for clearance.
4. If you are looking for in-store interviews, or to photograph storefronts, please contact Mall Management. Individual store permission must be obtained in advance of your arrival. With advance notice, we can often assist you in gaining access.

Thank you, and we look forward to working with you.

SIGNATURE PROGRAMS

In 2016, Waterside Shops will continue to support local philanthropic and cultural initiatives. A commitment to the community will be evident in all Waterside Shops signature events. Events are planned to feature our retailers and provide a mechanism to drive the guest into our stores. Large scale events require the inclusion of partners that share a customer base possessing the lifestyle attributes consistent with the Waterside Shops core customer.

SUNDAY SIP & SHOP

Waterside Shops hosts a series of events on Sundays from October through March. All events include a Waterside Shops' philanthropic component and live entertainment. These events help to drive traffic to the center and create a festive atmosphere for the property.

COINS FOR A CAUSE JANUARY - DECEMBER

As part of our commitment to support the civic and cultural organizations of Southwest Florida, Waterside Shops is pleased to donate all of the coins from our fountains to a charity declared annually. The current recipient of Coins for a Cause is The Shelter for Abused Women and Children. Former recipients of the annual program include: Baby Basics of Collier County, Avow Hospice, Conservancy of SW Florida, Golisano Children's Museum of Naples (C'mon), Guadalupe Center, Boys & Girls Club, The Immokalee Foundation, and Bosom Buddies. Since starting the program five years ago, more than \$17,500 in donations has been garnered from the collected coins.

VALENTINE'S DAY FEBRUARY 8 - 13

It's no secret...you remembered Valentine's Day...we remember you! Spend \$500 February 8 - 13 and receive a special gift.

EASTER BUNNY MARCH 26

A center wide Egg Hunt will take place at Waterside Shops. For \$10 per child, families will hunt for prizes and surprises while visiting Waterside's own Easter Bunny. Children visit stores with a handy treasure map and leave with a special treat provided by Waterside retailers and area partners. Proceeds benefit the Financial Aid Program of the Community School of Naples.

MOTHER'S DAY MAY 2 - 7

It's no secret...Moms deserve the best! Spend \$500 and receive a special gift for mom.

FATHER'S DAY JUNE 13 -18

It is so true; men really do prefer picking out their own gifts. Celebrate Father's Day with purchases of \$500 at Waterside Shops and receive a complimentary gift for dad.

SIGNATURE PROGRAMS

CRAVING FASHION FRIDAY, SEPTEMBER 23

This event will be held for the fourth time in 2016. Delicious fare from 30+ well-known local chefs is paired with a fashion event to create one great party. All ticket proceeds benefit Make-A-Wish Southern Florida. Bar proceeds benefit the United Way of Collier County.

COMMUNITY SCHOOL OF NAPLES MODEL STUDENT FASHION SHOW OCTOBER

Waterside Shops is proud to sponsor the Community School of Naples as we host their 8th Annual Runway Fashion Show. The show is designed to support the Upper School Leadership Project. All proceeds go to support the Financial Aid Program for the school.

BREAST CANCER AWARENESS MONTH OCTOBER

Waterside Shops will support this worthy cause with a special event to honor a women's health charity.

BOO BASH OCTOBER 28

The third annual Boo Bash event provides a safe and friendly environment for young children to celebrate Halloween. Event includes trick-or-treating, stilt walkers, jugglers and many more surprises.

BLACK FRIDAY EVENT NOVEMBER 25

Strolling carolers add just the right ingredient to set the mood for the holiday season. In the afternoon, guests enjoy holiday songs with local artists.

NAPLES WINTER WINE FESTIVAL BRUNCH NOVEMBER

In honor of the 9th Annual Naples Winter Wine Festival, a fundraiser for the Naples Children and Education Foundation, Waterside Shops will salute the volunteers who make this landmark event possible. The proceeds from the event stay in the local community to support charitable programs that improve the physical, emotional and educational lives of underprivileged children in Collier County. More than 150 volunteers and trustees will be honored at a November brunch at Waterside Shops.

SANTA ARRIVES DECEMBER 17 - 18

Santa and Mrs. Claus will delight the children of Naples with visits and photos.

SIGNATURE PROGRAMS

In 2016, these programs will carry more importance than ever before. They will continue to set Waterside Shops apart and above the competition.

HOTEL PACKAGES

For tourists staying with our partner properties, we offer a VIP Hotel Platinum Card which entitles the guest to our signature Shop. Dine. Save. Booklet and the Platinum Amenities, for the day.

CONCIERGE APPRECIATION PROGRAM

Waterside Shops hosts an annual dinner for area Concierges in appreciation for their support of the shopping center by referring their most valued guests to visit the property. Raffles, gifts, store presentations, tour of the Center, cocktail reception, and dinner all enhance the experience for this dynamic group.

SHOP.DINE.SAVE.

Visitors who stop at the Mall's Management Office or receive the Hotel VIP Card are offered special promotions featuring great value in over twenty participating retailers throughout the mall.

In 2016, these programs will continue to set Waterside Shops apart and above the competition.

COMPLIMENTARY VALET PARKING

Waterside Shops will offer their guests Complimentary Valet Parking at both the East and West entrances.

ONGOING RETAILER SUPPORT

Waterside Shops offers an unlimited array of options to enhance and market retailer events and promotions. We will make every effort to ensure the success of willing retail partners by creating measurable sales results.

FAM TOURS

With the goal of impressing national and international travel agents and event planners (Germany, Brazil, England, etc.), Waterside Shops will host concierge FAM Tours. In addition, area concierges, general managers and marketing managers will be invited to a tour, lunch and special gifts.

PARTNERSHIPS AND NETWORKING

The most significant strategy that we can employ is our ability to identify and join forces with the best in the business...organizations and companies that share both our vision and our customer. In 2016, Waterside Shops' partners will be treasured as one of our most valuable assets. They will be treated as such...with professional sponsor/positioning packets. All events and philanthropic endeavors will require the support of these partners. The following is a list of our secured partners and organizations that share both our vision for excellence and our desire to improve our communities:

ARTIS - NAPLES
AVOW HOSPICE
BABY BASICS
BASCOM PALMER
BOSOM BUDDIES
CHAMPIONS FOR LEARNING
CHILDREN'S MUSEUM OF NAPLES,
COALITION FOR HUNGRY AND HOMELESS
COMMUNITY BLOOD CENTER
COMMUNITY FOUNDATION OF SOUTHWEST FLORIDA
COMMUNITY SCHOOL OF NAPLES
CONSERVANCY OF SOUTHWEST FLORIDA
DAVID LAWRENCE CENTER
DRESS FOR SUCCESS
FOUNDATION FOR DEVELOPMENTALLY DISABLED
FRIENDS OF FOSTER CHILDREN
GARDEN OF HOPE & COURAGE
GOLISANO CHILDREN'S HOSPITAL
GUADALUPE CENTER
GULFSHORE PLAYHOUSE
HOPE FOR HAITI
HUMANE SOCIETY OF NAPLES
IMMOKALEE CHILD CARE CENTER
IMMOKALEE FOUNDATION
JFCS SENIOR CENTER
JUVENILE DIABETES RESEARCH FOUNDATION
MAKE-A-WISH SOUTHERN FLORIDA
NAPLES ART ASSOCIATION
NAPLES BOTANICAL GARDEN
NAPLES CHILDREN & EDUCATION FOUNDATION
NAPLES COMMUNITY HOSPITAL
NAPLES ZOO AT CARIBBEAN GARDENS
NAPLES WOMEN'S CLUB
PACE CENTER FOR GIRLS
SHELTER FOR ABUSED WOMEN & CHILDREN
ST. MATTHEW'S HOUSE
SUSAN G. KOMEN SOUTHWEST FLORIDA
UNITED ARTS COUNCIL
UNITED WAY OF COLLIER COUNTY
WOUNDED WARRIORS OF SOUTH FLORIDA
YMCA OF GREATER NAPLES

MERCHANT OVERVIEW

DEPARTMENT STORES

Nordstrom
Saks Fifth Avenue

SPECIALITY STORES

Ann Taylor
Anne Fontaine
Anthropologie Apple
babyGap
Banana Republic
Barnes & Noble
BCBG Max Azria
The Beach House of Naples
Brooks Brothers
Calypso
Canipelli Firenze
Chico's
De Beers
Edward Beiner Eyewear
Free People
GAP
GapKids
Gucci
J. Crew
Johnny Was
Kate Spade New York
L'Occitane
Little Luxe
Lilly Pulitzer
Louis Vuitton
lululemon athletica

MAC Cosmetics
Max Mara
Michael Kors
Officine Panerai
Omega
Papyrus
Pottery Barn
Ralph Lauren
Salvatore Ferragamo
Soma Intimates
St. John
Sunglass Hut
Swarovski
Talbots
Talbots Petites
Teavana
Tiffany & Co.
Tory Burch
Tourneau
Tumi
U.S. Trust
Van Cleef & Arpels
Vineyard Vines
White House | Black Market
Williams-Sonoma
Yamron Jewelers

RESTAURANTS

BrickTop's Restaurant
Brio Tuscan Grille
California Pizza Kitchen
Häagen-Dazs
Nordstrom Cafe Bistro, Nordstrom Ebar
Starbucks

VISITOR INFORMATION

ADDRESS:

5415 Tamiami Trail N.
Naples, FL 34108

HOURS OF OPERATION:

Monday through Saturday: 10 a.m. to 7 p.m.
Sunday: 12 p.m. to 6 p.m.
Some store, restaurant, and holiday hours vary.

Mall Management Office

Monday through Friday: 8 a.m. to 5 p.m.
Saturday (December through March): 10 a.m. to 5 p.m.
Sunday (December 11, 2016 & December 18, 2016 only): 12 p.m. to 5 p.m.

LOCATION:

Waterside Shops is conveniently located 4 miles west of Interstate 75 (Exit 107), on the corner of Pine Ridge Road and Tamiami Trail North, in Naples, Fla.

CYCLING

Waterside Shops is a bike-friendly center with five parking stands throughout the property for your bicycle. Enjoy riding on the perimeter then park to enjoy our interior beautiful benches for resting and refreshing spots for quenching.

PETS

Waterside Shops is a pet-friendly center. Walk your pooch over our bridges and through our promenade. Many stores display water bowls at their front doors and some even offer biscuits for our furry friends.

VALET SERVICE

Valet service is available at the main entrance near Brio Tuscan Grille. Valet is available Monday through Saturday from 11 a.m. to 10 p.m. and Sunday from 12 p.m. to 10 p.m. From November 1st to April 30th, a second valet is located at our West entrance.

WHEEL CHAIRS AND STROLLERS

Wheel chairs and strollers are available through the Management Office. Call ahead at 239-598-1605 so we are ready to serve your needs.

SOCIAL MEDIA

WEBSITE

www.watersideshops.com

FACEBOOK:

<https://www.facebook.com/WatersideShops>

TWITTER:

<https://twitter.com/WatersideShops>

YOUTUBE:

<http://www.youtube.com/watersideshops>

INSTAGRAM:

@WatersideShops

PINTEREST:

<https://www.pinterest.com/watersides/>

TRIP ADVISOR:

https://www.tripadvisor.com/Attraction_Review-g34467-d144915-Reviews-Waterside_Shops-Naples_Florida.html

YELP:

<http://www.yelp.com/biz/waterside-shops-naples>

IMAGES

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