



PRESS RELEASE

Pacifica Malls to Build and Operate Cineplex at Sun Mall

October 4, 2007—Pacifica Malls K.K. announced today that it will build and operate a multi-screen cinema at Sun Mall, a regional shopping center that it owns and manages in Asahi City, Chiba Prefecture.

Scheduled to open in March 2008, the cinema will have six screens and about 750 seats. In conjunction with the opening of the cinema, which will be located on the fourth floor, Pacifica will build a food court on the third floor that will serve cinema customers as well as other Sun Mall shoppers.

“Sun Mall is the only regional shopping center for a wide area of outer Chiba and there are no cinemas within an hour drive by car,” said Seth Sulkin, president and CEO of Pacifica Malls. “After a detailed survey and extensive discussions with tenants, customers and the local government, there was a clear consensus that opening a cinema would be the best way to expand Sun Mall’s dominant position as the only destination shopping center in the area.”

As opposed to bringing in a tenant to manage the cinemas, Pacifica will operate it directly by augmenting its existing on-site property management team. “We know the local market and operating the cinema ourselves will give us the greatest flexibility to integrate marketing of the cinema with the rest of Sun Mall,” said Mr. Sulkin. “Combined with our recent sponsorship of the Chiba Lotte Marines and active baseball promotions, a cinema is an incentive for our regular customers to visit more often and a great way to attract new customers. We see big benefits for our existing tenants, especially restaurants and amusements, which have the highest synergy with a cinema.”

About Sun Mall:

Located in Asahi, a city in Chiba Prefecture of about 70,000 people, Sun Mall is anchored by Jusco, one of Japan’s largest chains of general merchandise stores and has about 75 specialty stores. The mall has a gross floor area of 48,110 m2 and leasable area of 30,620 m2.

About Pacifica Malls K.K.:

Pacifica Malls K.K. is a Tokyo-based real estate developer and asset manager specializing in retail properties. Its portfolio consists of urban and suburban commercial properties in Tokyo, Yokohama, Chiba, Saitama, Nagoya and Fukuoka.