



FOR IMMEDIATE RELEASE

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Midtown Crossing Welcomes New Tenant, Touts Upgraded Website

Omaha, Neb. – Midtown Crossing, Omaha’s boldest and most progressive urban development, is proud to welcome a delectable new tenant to its retail roster. Cold Stone Creamery and Rocky Mountain Chocolate Factory are set to open a single, co-branded location in Midtown Crossing in late October 2010. The almost 1,900-square-foot store will sit next to Tru Salon at 32nd and Farnam St.

“Midtown Crossing is dedicated to delivering a full dining, entertainment and shopping experience for all of our guests, and what better way to top it all off than with a big scoop of *Peanut Butter Cup Perfection*® or *Apple Pie A La Cold Stone*®,” said Molly Skold, marketing director for East Campus Realty, LLC, the Mutual of Omaha subsidiary developing Midtown Crossing.

Skold added, “It’s exciting to see Midtown Crossing developing right according to plan. We have a great lineup of restaurants in place, and we are thrilled to announce this specialty retailer. Each new tenant only adds to the great diversity here.”

Cold Stone Creamery’s “super premium” ice cream is made fresh in the store everyday. At the customer’s direction -- and much to their delight -- it can be blended on a frozen granite stone with fruit, nuts, candy, cookies and brownies.

“At Cold Stone Creamery, we pride ourselves on winning combinations. We’ve shown that, once again, with our decision to locate in this amazing Midtown Crossing development,” said Merle Dinslage, co-owner of the Midtown Crossing store.

The Rocky Mountain Chocolate Factory component adds an extensive line of premium chocolates and other confectionery products to the retail mix. The Rocky Mountain Chocolate

Factory concept was integrated into four Cold Stone Creamery stores in October 2008. As of May 2010, more than two dozen stores have either opened or been converted to the Rocky Mountain Chocolate Factory / Cold Stone Creamery co-branded concept.

“The two concepts are highly complementary in terms of reputation, brand awareness and seasonality, and together create the ultimate dessert destination,” said Dan Beem, president of Cold Stone Creamery.

In addition to announcing the new tenant, Midtown Crossing is also touting its new and improved website -- www.midtowncrossing.com.

Developed by Waitt Interactive, the vibrant redesign features a wealth of information about Midtown Crossing’s residential and retail offerings, special events and development amenities.

“Waitt Interactive has done a stellar job. The site is user-friendly; it’s informative; and the public is responding. We’ve seen a dramatic increase in web traffic since the new midtowncrossing.com went live last month,” said Skold.

She added the site “really puts the ‘town’ back in midtowncrossing.com with information about Turner Park and the historic Midtown community itself.”

Through www.midtowncrossing.com, visitors can also sign up to become a “Midtown Crossing VIP,” a distinction that entitles them to email alerts about Midtown Crossing’s latest store and restaurant openings, future events and residential happenings.

Midtown Crossing is urban living redefined, a 15-acre, mixed-use urban development in the heart of Omaha’s historic Midtown neighborhood. Built around an expanded and revitalized Turner Park, the million-square-foot development includes nearly 500 condominium and apartment units as well as more than 220,000 square feet for restaurants, retailers and entertainment venues along with parking for more than 3,000 vehicles.

A summer-wide series of festive grand opening celebrations is underway, including a weekly upscale outdoor market, live entertainment, demonstrations, community events and special gatherings.

For more information about Midtown Crossing, please visit our newly-designed web site, www.midtowncrossing.com or contact Molly Skold at (402) 598-9676 or Molly.Skold@mutualofomaha.com.

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