



FOR IMMEDIATE RELEASE

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Midtown Crossing Welcomes Omaha Original The Afternoon

Omaha, Neb. – A treasured Omaha retailer is bringing its patented blend of wit, panache and “browse-ability” to Midtown Crossing, Omaha’s boldest and most progressive urban development. The Afternoon is set to open a 2,500-square-foot store near 32nd & Farnam this fall, expanding its Omaha presence just in time for the holidays.

“We are drawn to the magnificent vision of Midtown Crossing,” said Peter Massey, CEO of family-owned The Afternoon. “Midtown Crossing has adopted the phrase ‘urban living redefined’ to capture the essence of the project, and we believe Midtown Crossing is achieving just that. It's one of the most exciting multi-purpose developments in recent memory.”

Massey continued, “We've always tried to be on the cutting edge of retail at The Afternoon, and we are constantly ‘redefining’ our inventory mix to realize our mission of bringing a unique, eclectic, distinctive, and ultimately fun retail experience to Omaha. Midtown Crossing is an ideal location for us to continue that process, to bring the best of The Afternoon along with new merchandise that you may not find at any of our other locations.”

The Afternoon boasts a wide range of inventory -- everything from art and house wares to jewelry, books and games. Price tags range from 25 cents to \$10,000. The store’s arrival in Midtown Crossing will represent a homecoming of sorts. The Afternoon originally opened as an art gallery near 40th & Farnam in 1962. Business hours were limited to *the afternoon* (thus the name). In the mid-70’s, The Afternoon moved westward and began its long-term relationship with Omaha’s Westroads Mall.

“We expect that business will continue to be good at the Westroads location and that we will have the opportunity to introduce The Afternoon to new customers who may be drawn to Midtown Crossing and not know about us yet,” said Massey.

The Afternoon also has a store in Minnesota’s Mall of America and a bold Internet presence

through its website, www.theafternoon.com.

“Every location of The Afternoon is a unique experience; though there are common elements to the Westroads and the Mall of America stores, there are differences as well that make each location distinctive and worth the visit. We expect to develop the Midtown Crossing location the same way, incorporating the best of what we've done over the past 48 years as well as tweaking that model to capture the urban, contemporary, sophisticated and vivacious atmosphere of Midtown Crossing,” said Massey.

The Afternoon's Midtown Crossing store will sit next to Delice European Bakery and Café.

“We are thrilled to welcome The Afternoon to Midtown Crossing and believe this is truly a perfect fit,” said Molly Skold, marketing director for East Campus Realty, LLC, the Mutual of Omaha subsidiary developing Midtown Crossing. “We share a passion for diverse, high-quality offerings, and we've both proven you can be fresh, fun and upscale all at the same time.”

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.

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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