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Photos available upon request

rue21 to join The Shoppes at Parma—November opening expected



Parma, Ohio – October 19, 2016 – PECO Real Estate Partners (PREP) is pleased to announce that rue21, a leading teen specialty apparel retailer, will join The Shoppes at Parma. Construction on the new 6,752-square-foot store is underway. The store will be located at West Ridgewood Drive in the building with ULTA and Shoe Dept. Encore in the open air shopping center and will feature a wide selection of trendy products including apparel, footwear, fragrance, beauty and room décor, popular with teen shoppers.

rue21 is the largest fast-fashion growth retailer in the U.S. with more than 1,200 stores in 48 states in shopping malls, outlets and strip centers. The retailer has experienced dramatic growth over the years and has propelled the brand into a destination for teens by delivering current fashion trends at a great value.

Robyn Hays, Vice President of Leasing for PECO Real Estate Partners, said, “We are pleased to welcome rue21 to the line-up of new stores opening at The Shoppes at Parma. rue21 offers young shoppers great value in junior fashion. The addition of rue21 is part of our overall strategy to offer a mix of retail, dining and services.”

“rue21 is excited to be a part of a great redevelopment project that will transform the retail shopping experience in Parma. We felt the city and its residents were looking for exceptional fashion at a value and we wanted to be the retailer to bring this option to the market,” said Deanna Tomaselli, Media Relations Manager for rue21.



About rue21

rue21, headquartered in Warrendale, Pa., is a leading specialty retailer offering exclusive branded merchandise and the newest trends at a great value. rue21 currently operates 1,200 stores in 48 states and on its website, www.rue21.com. Learn more at www.rue21.com.

About The Shoppes at Parma

The Shoppes at Parma is in the midst of an exciting transformation through its \$95 million multi-phase redevelopment. The 750,000 square-foot open air center is anchored by J.C. Penney, Dick's Sporting Goods, newly opened Gordmans, Walmart Supercenter and Marc's grocery store and features specialty retailers, services and a wide variety of dining options. Located just eight miles southwest of downtown Cleveland, at the intersection of Ridge Road and West Ridgewood Drive, The Shoppes at Parma has become a town center for the community due to its proximity to University Hospitals Parma Medical Center, Parma City Hall, the Parma branch of the Cuyahoga County Library, and Parma City School District's multipurpose Byers Field.

- New to The Shoppes at Parma in 2016: Aspen Dental, FITWORKS, Gordmans department store, PetValu, PIZZAFIRE, Pulp Juice & Smoothie Bar, Rally House, T-Mobile
- Opening soon: ULTA, Shoe Dept. Encore, Five Guys, Pearle Vision, Mission BBQ, Kay Jewelers, American Commodore Tuxedo, rue21

About PECO Real Estate Partners (PREP)

PREP has incorporated Phillips Edison & Company's former development and strategic retail divisions and will focus on the acquisition, repositioning and management of power and lifestyle centers, enclosed malls, mixed-use retail projects and single-tenant developments. PREP is a fully integrated real estate operating and asset management company. The company has expertise in every discipline of retail shopping center operation and management. Through the execution of a focused investment strategy, PREP identifies optimal target locations and leverages its management team's long-standing relationships with brokers, property owners and retail tenants, to identify and capitalize on development and redevelopment opportunities. For more information about PREP, please visit www.pecorep.com.

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