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## **ULTA BEAUTY TO OFFER ALL THINGS BEAUTY AT THE SHOPPES AT PARMA**



Parma, Ohio – November 16, 2016 – The Shoppes at Parma, a PECO Real Estate property, is pleased to announce that Ulta Beauty will open its doors on November 18 at 10 a.m., just in time for Black Friday shopping. Ulta Beauty is located near the West Ridgewood Drive entrance, between Fast Eddie’s Kitchen & Bar and the recently opened Shoe Dept. Encore. The new location at [The Shoppes at Parma](#) will give shoppers access to 20,000 beauty products across 500 brands, as well as a full-service salon. Ulta Beauty is the largest beauty retailer in the United States. Nationwide, the company operates 928 retail stores across 48 states and the District of Columbia.

“Ulta Beauty is revolutionizing the beauty experience for all by providing all things beauty, all in one place,” said Casey Foxen, who manages all grand openings for Ulta Beauty. “We are truly a premiere beauty destination for Parma, and our Ulta Beauty experts are ready to help guests explore and lose themselves in the world of beauty.”

After its November 18 opening, the new Ulta Beauty location will formally celebrate its newest store with a three-day grand opening beginning Friday, December 2. The celebration will include beauty give-a-ways for the first 100 guests (each day) on Friday, Saturday and Sunday.

### **About Ulta Beauty**

[Ulta Beauty](#) (NASDAQ: ULTA) is the largest beauty retailer in the United States and the premier beauty destination for cosmetics, fragrance, skin care products, hair care products and salon services. Since opening its first store in 1990, Ulta Beauty has grown to become the top national retailer providing All Things Beauty, All in One Place™. The Company offers more than 20,000 products from over 500 well-established and emerging beauty brands across all categories and price points, including Ulta Beauty's own private label. Ulta Beauty also offers a full-service salon in every store featuring hair, skin and brow services. Ulta Beauty is recognized for its commitment to personalized service, fun and inviting stores and its industry-leading Ultimate Rewards loyalty program. As of October 1, 2016 Ulta Beauty operates 928 retail stores across 48 states and the District of Columbia and also distributes its products through its website, which includes a collection of tips, tutorials and social content.

### **About The Shoppes at Parma**

[The Shoppes at Parma](#) is in the midst of an exciting transformation through its multi-phase redevelopment. The 750,000 square-foot open air center is anchored by J.C. Penney, Dick's Sporting Goods, recently opened Gordmans, Walmart Supercenter and Marc's grocery store and features specialty retailers, services and a wide variety of dining options. The center is located just eight miles southwest of downtown Cleveland, at the intersection of Ridge Road and West Ridgewood Drive. For more information visit [www.shoppesataParmaOH.com](http://www.shoppesataParmaOH.com).

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



### **About PECO Real Estate Partners (PREP)**

[PECO Real Estate Partners](#) (PREP), Cincinnati-based owner of The Shoppes at Parma, 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. [www.pecorep.com](http://www.pecorep.com).

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