

New to the Western US -- \$175 Million Lifestyle/Retail/Entertainment/Multi-Media Showcase Destination to open in South Gate, Calif.; KTG Y GROUP Selected as Architect

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Award-winning KTG Y GROUP, INC., Architecture and Planning, has been selected as the architect for The Gateway in South Gate, Calif., a 600,000-square-foot lifestyle, retail and entertainment destination which will be a multi-media showcase unlike any other development in the western United States and located in one of the most densely populated regions of the nation. The \$175,000 million project, which is a joint venture between Red Mountain Retail Group of Santa Ana, Calif. and Allied Retail Partners of Newport Beach, Calif., will be a "Celebration of Brands" similar to what is found at New York's Time Square. The project will feature the latest in digital and graphic technology transforming signage and building faces into spectacular, colossal, kinetic media content and dazzling animated digital displays. The project is slated to be completed by May 2008.

July 24, 2006 (FPRC) -- IRVINE, CA - Award-winning KTG Y GROUP, INC., Architecture and Planning, has been selected as the architect for The Gateway in South Gate, Calif., a 600,000-square-foot lifestyle, retail and entertainment destination which will be a multi-media showcase unlike any other development in the western United States and located in one of the most densely populated regions of the nation.

"The \$175,000 million project, which is a joint venture between Red Mountain Retail Group of Santa Ana, Calif. and Allied Retail Partners of Newport Beach, Calif., will be a 'Celebration of Brands,'" says Greg Lyon, principal at KTG Y. "This project blurs the line between retail/entertainment and advertising to provide content and design. Think of New York's Time Square, where the project architecture transforms itself into an ever-changing canvas of graphic content and messaging. This is what we envision for South Gate and much more!"

Award-winning design firm Romero Thorsen Design of Santa Monica is also working with KTG Y, the City of South Gate and the developers to transform the shopping center architecture into a rich and animated graphic environment that is electric day or night. "The project will feature the latest in digital and graphic technology transforming signage and building faces into spectacular, colossal, kinetic media content and dazzling animated digital displays. The building mounted signs will essentially become a second skin on the buildings creating a colorful and dynamic experience that will amaze and transfix all who enter The Gateway," says Doug Beiswenger, Managing Partner of Allied Retail Partners, LLC.

Both state-of-the-art animated and passive technologies will be utilized and will infuse the shopping center environment with a thrilling, high energy and ever changing content adding multidimensional layers to the shopping center. The transforming media will consist of a variety of static building wall posters, big screen images, streaming commercials, TV programs, special interviews with

noteworthy entertainment and sports figures, movie trailers and broadcasted live sports and entertainment events.

“Situated at the highly trafficked intersection of Atlantic Avenue and Firestone Boulevard in South Gate, the urban ‘front door’ will feature an iconographic media beacon that segues into a plaza and exterior garden environment encircling the principal entertainment area,” says Marc Romero, president of Romero Thorsen Design.

“Supporting the multi-media concept will be a comprehensive program of environmental graphic design and way-finding elements. A synthesis of light, imagery, and sound, the multi-media will continuously reinvent itself offering the customer an exciting and fresh experience every visit,” Lyon adds.

“Advertisers and shopping center owners are realizing that the retail environment is an excellent medium for advertising and can provide a significant revenue stream to shopping centers owners,” notes Beiswenger.

South Gate’s Mayor Maria Davila says, “We are very excited about this project! The City Council and the staff have been working hard to get the City into a position where we can attract this type of major new private investment in the community. We are working diligently with the developers, project designer and architects, and the retail community to get this project built. We want to have the project completed by May 2008.”

“Retailer interest in this project has been sensational,” said David S. Goldman of Allied Retail Partners, LLC. “The major retailers that will occupy this development will essentially own the market for decades to come as there are no alternative locations in this highly desirable and literally unserved trade area. It is an outstanding opportunity for the area as well as the retail community.”

The project is slated to include major large format retailers as well as promotional, lifestyle and shop retailers, sit down and quick service restaurants and cafes.

City Manager Gary Milliman said that a retail market study completed in 2004 found that South Gate residents spend over \$220 million a year for retail purchases outside of South Gate and that number continues to grow. Currently, there are more than 1,000,000 people in the five-mile trade area. New retail and mixed-use (retail/housing) projects have also been planned along Firestone, Atlantic and Long Beach Boulevard.

KTGY GROUP, INC., Architecture and Planning, was created in 1991, with project viability and client satisfaction as abiding priorities, while providing complete planning and architectural design services for residential communities and retail developments. In a complex and changing world, the firm consistently delivers innovative solutions that reflect clear understanding of development, marketing and financial performance.

KTGY takes particular pride in its highly motivated and principal led studio teams, who deliver superior services, thus strengthening clients’ long-term growth and earnings objectives. Serving clients throughout the western United States, the firm has locations in Irvine, Santa Monica, Oakland and Denver.

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