



FOR IMMEDIATE RELEASE

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Plaza Frontenac announces national retailer Eileen Fisher

St. Louis, MO – Plaza Frontenac is pleased to announce the opening of Eileen Fisher to the upscale shopping center, in the spring of 2010 on the main level, near Neiman Marcus. Eileen Fisher is known nationally to sophisticated shoppers for their versatile business and casual clothing separates.

Introduced in 1984, by designer Eileen Fisher, the clothing collections feature simple lines, beautiful and natural and eco-friendly fabrics such as organic cotton and linen, stretch silk jersey and rayon, cashmere and fine lightweight wools. The natural textures and contemporary lines expressed in the styling of the garments evoke classic clothing with a modern feel. The un-tailored and no nonsense designs fill a niche for the woman who does not follow fashion in a traditional way, and that dress for simplicity and comfort. The styles include tops, jackets, dresses, skirts, pants and outerwear, and are perfect for travelling, and easy to care for. The clothing is available in petite and women's sizes.

"It's exciting to be able to offer the complete Eileen Fisher collection to our customer in a free standing store. Having an Eileen Fisher store at Plaza Frontenac is definitely an asset and will add the dimension of bridge sportswear to our women's retail category at the shopping center" said Rena Abrams, Marketing Director of Plaza Frontenac.

The company is also committed to supporting woman and girls through several grant programs including Eileen Fisher's Self-Image Grant Program and the Eileen's Business Grant Program for Woman Entrepreneurs.

Plaza Frontenac is located in Frontenac, Missouri at Lindbergh Boulevard and Clayton Road and is owned and managed by Davis Street Land Company of Evanston, Illinois. Privately-held Davis Street Land Company focuses on developing and owning upscale specialty and lifestyle centers. The principals of the company are responsible for such unique properties as the recently opened Meadows at Lake St. Louis, in Lake St. Louis, MO., The Mall at Green Hills in

Nashville, TN., and The Gardens on El Paseo in Palm Desert, CA. and Orland Park Crossing in Orland Park, IL. For more information, key www.dslandco.com.