



FOR IMMEDIATE RELEASE

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***The Promenade at Chenal Announces J.Crew Opening
And Other Big Names On The Horizon***

9.20.2011 – **Little Rock, AR** - The Promenade at Chenal announces the grand opening of **J.Crew** at the shopping center today September 20th, 2011, the first of its kind in Arkansas. The 5,400 square foot space is located on the Southeast corner of the The Promenade Main Street roundabout, next door to the Apple Store and Anthropologie. J.Crew is a highly recognized national retailer offering the best in quality men's, women's and children's apparel, shoes and accessories. The opening falls just on the heels of the new Apple Store opening in August 2011. Additional names to follow this fall are **Nike, W by Azwell**, featuring women's fashions, and **Kenneth Edwards Fine Jewelers**. Nike will open October 11th and W by Azwell and Kenneth Edwards Fine Jewelers are set to open in late October or early November 2011.

The Promenade at Chenal is gaining momentum this fall with these exciting new retailers and has become the destination shopping district for unique and upscale shopping, dining and entertainment in Little Rock and the state of Arkansas.

About J.Crew Group, Inc. (www.jcrew.com)

As of August 31, 2011, the J.Crew Company operates 222 J.Crew retail stores, with the addition of this location which is the first and only located in the state of Arkansas. With this major addition to the shopping center, The Promenade at Chenal continues to prove its reputation of becoming the shopping destination for upscale shopping, dining and entertainment in Little Rock.

About NIKE, Inc. (www.nike.com)

NIKE, Inc. based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly-owned Nike subsidiaries include Cole Haan, which designs, markets and distributes

luxury shoes, handbags, accessories and coats; Converse Inc., which designs, markets and distributes athletic footwear, apparel and accessories; Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories; and Umbro Ltd., a leading United Kingdom-based global football (soccer) brand.

About Kenneth Edwards Fine Jewelers (www.kennethedwardsinc.com)

Owners Ken and Steffany Shelton created Kenneth Edwards Fine Jewelers with a simple, single purpose: to use their collective experience and talents to bring unique world-class jewelry to Arkansas. By carrying original designs, exclusive lines and the latest in hot fashion, Kenneth Edwards Fine Jewelers is a distinctive jewelry-shopping experience that's no longer limited to exotic shopping destinations such as New York's Fifth Avenue or Rodeo Drive. Now that same sought-after flair has made its way to Little Rock. Whether your taste is traditional or you desire something a little more progressive, Kenneth Edwards Fine Jewelers can customize the perfect piece for your collection.

About W by Azwell -

W by Azwell Owner Stephen Yeh began his company seven years ago, and has grown to nine stores with the tenth to be its location at The Promenade at Chenal. As a self-confessed fashion lover, Yeh's stores include apparel and accessories that are the latest fashions from New York and Los Angeles. New shipments arrive daily with the average shelf life of an item only being ten days. This strategy keeps the inventory fresh with only the hottest styles and allows women to create one-of-a-kind looks. The merchandise is for women of all ages. Milburn said in-store fashion consultants are trained to help customers find the style that best suits them. She goes on to explain that Azwell stores are "very clean, never cluttered." The store welcomes shoppers with a refreshing spa-like interior.

About The Promenade at Chenal

The Promenade at Chenal is a 303,000 square-foot open-air lifestyle center located in the Chenal Valley Neighborhood of west Little Rock, Arkansas. The shopping center is designed in a French Gothic style, replicating a nostalgic Main Street shopping district. It's home to a variety of upscale national, regional and local merchants, many of which are first or only to the market, such as Apple, Nike and J Crew. In addition to the shopping, visitors will find an array of dining and entertainment options, including The Chenal 9 Theatres with IMAX.

Vehicular access to the Main Street allows convenient parking in front of your favorite store or restaurant. Beautiful landscaping, extensive sidewalks and unique water features create an environment ideal for shopping, entertainment and socializing.

The Promenade at Chenal is located just 4 miles west of the I-630 and I-430 interchange. Exit I-630 West and follow Financial Centre Parkway which becomes Chenal Parkway. The Promenade at Chenal shopping hours are Monday-Saturday 10am – 9pm and Sunday Noon – 6pm. To learn more about The Promenade at Chenal visit our website at www.ChenalShopping.com or "Like" us on Facebook at www.facebook.com/thepromenadeatchenal.

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