



FOR IMMEDIATE RELEASE

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The Promenade at Chenal Breaks Ground for McDonald's – The Shopping Center's First Property Pad Lot Construction

February 20, 2012 – Little Rock, AR - The Promenade at Chenal announces the groundbreaking ceremony for the new McDonald's to be held **Tuesday, February 21 at 3:00 PM**. This new addition to The Promenade at Chenal marks the first Pad Lot construction since the Shopping Center opened in 2008 as well as the first fast food restaurant for the Chenal Valley area of west Little Rock. Furthermore, this McDonald's will be one of the first in the state to showcase the new, sleek modernized décor with wooden and graphic vinyl textured walls outlining seating zones designed to appease any customer from the casual visitor to the grab and go. "It promises to be *the* nicest designed McDonald's in the State." – Michael Todd, Vice President Salter Construction, Inc.

The Promenade at Chenal and project contractor Salter Construction, Inc. welcome all media to attend the groundbreaking ceremony at Pad Lot #2 located at the front of the property just cattycorner to Luxury Nails Spa.

The new McDonald's will be developed by Salter Construction, Inc. whose home office is based in Conway, Arkansas. Notable projects include: Centerstone Apartments, Conway Station Park, The Piazza at Centerstone, Conway Fairground and Expo Complex and various locations in Arkansas of McDonald's, Taco Bell, Popeye's, Hardee's, Chicken Express and Centennial Bank.

The Promenade at Chenal has gained much momentum with the recent opening of exciting new one-of-a-kind retailers to the state and has become the destination shopping district for unique and upscale shopping, dining and entertainment in Little Rock and the state of Arkansas. This is the first of nine Pad Lots to be constructed at The Promenade at Chenal. The remaining eight Pad Lots are expected to be completed by the end of 2014.

About Salter Construction, Inc.

Salter Construction, Inc. is a full-service general contractor located in Conway, Arkansas. The firm is one of the largest privately held family-owned construction and real estate development companies in the

state. Salter Construction offers design-build, general contracting, and construction management services to clients across the southern United States.

Founded in 1975 by Gene Salter, the company quickly built a reputation for integrity, teamwork and commitment. Throughout his career, Gene refers to his clients as “respected friends.” This camaraderie and team sentiment is rooted deep in our company history.

Comprised of two operating companies: Salter Construction, Inc., and Salter Properties. These two often work jointly as one company to provide integrated expertise in finance, property development, planning and construction.

“We’ve built a reputation for fairness, for having the discipline required to deliver consistently high performance and the flexibility to respond to the unexpected.” – Gene Salter

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 Factory Store 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/PromenadeAtChenal.

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