



FOR IMMEDIATE RELEASE

NORTHPARK CENTER REVEALS
FASHION AT THE PARK,
AN UNPRECEDENTED SIGNATURE EVENT THAT OFFERS
15 RUNWAY SHOWS FEATURING THE LATEST IN LUXURY
AND TRENDSETTING FASHION

**15,000-square-foot Tent Complex Will House This Exclusive Event
At NorthPark Center on March 8-10, 2007 And October 24-27, 2007**

DALLAS, TX – OCTOBER 31, 2006 – With champagne flowing and DJs spinning the latest sounds, NorthPark Center’s signature event—**Fashion at The Park**—offers the public an exclusive experience usually reserved for celebrities and fashion-insiders — an unprecedented opportunity to view the newest fashion and hottest trends on the runway first. **Fashion At The Park** will feature five exciting runway shows daily March 8–10, 2007 and October 24-27, 2007.

“A public fashion event of this magnitude further establishes NorthPark Center as the fashion epicenter of the Southwest,” said Nancy A. Nasher, President, NorthPark Development Company. “**Fashion At The Park** brings the energy of the international fashion scene from New York City, Milan, and Paris to Dallas and showcases our incredible collection of exclusive luxury and trendsetting retailers.”

For three days in the spring and four days in the fall, a 15,000-square-foot tented event complex will transform the motor court between Nordstrom and Macy’s. The luxury tents will feature a full-scale 180 foot H-shaped runway surrounded by reserved seating. The central hub of the complex will be a 324 square-foot bar and DJ booth surrounded by fashion and accessory displays, plasma screens showing runway footage, interactive sponsor booths and lounge seating.

“We expect **Fashion At The Park** to be a major event for Dallas, attracting tourists from throughout the Southwest, as well as internationally,” said Phillip Jones, President and CEO of the Dallas Convention and Visitors Bureau.

NorthPark Center Fashion At The Park
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As one of the premier shopping centers in the United States, **NorthPark Center** (www.northparkcenter.com) proudly offers shoppers the best of the best in every category represented including the finest in luxury retail and market exclusives. NorthPark Center is owned, managed, operated and leased by husband and wife David J. Haemisegger and Nancy A. Nasher. After a two-year, \$225 million expansion, NorthPark Center is the largest shopping center in North Texas, is one of the top five in size in the United States and is projected to be one of the top five shopping destinations in the country. NorthPark Center will continue to open more luxury boutiques, stores and restaurants throughout 2006 and 2007 to reach over 235 stores and restaurants, and is expected to surpass \$1 billion in annual sales by 2008. NorthPark Center is located at the intersection of North Central Expressway and Northwest Highway in the heart of Dallas. Stores are open from 10 a.m. to 9 p.m., Monday through Saturday, and 12 p.m. to 6 p.m. on Sunday. Department Store, restaurant, theatre, spa and holiday hours vary.

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FASHION AT THE PARK AT-A-GLANCE

- WHAT:** NorthPark Center's unprecedented spring and fall public fashion event featuring the newest fashion and hottest trends
- Five runway shows daily; reserved seating**
- WHERE:** NorthPark Center 15,000-square-foot luxury tented event complex in the motor court between Nordstrom and Macy's
- WHEN:** Spring: March 8-10, 2007; Fall: October 24-27, 2007
- WHY:** Brings the excitement and energy of the international fashion scene to Dallas
- Provides fashion devotees an exclusive opportunity to view the newest fashion and hottest trends first