



ATLANTIC STATION™ ANNOUNCES BROAD NEW PUBLIC SAFETY PLAN

Sweeping Changes to Midtown Center Include New Uniformed Staff, APD Partnership, Safety Cameras & 24-Hour Public Safety Office

ATLANTA – July 15, 2011 – Atlantic Station™ announced today an aggressive new Public Safety Initiative designed to continue to improve the guest experience at the Midtown center, including deploying a force of new uniformed public safety officers, doubling man hours for Atlanta Police Department officers on property, monitoring parts of the center with video surveillance and opening a highly-visible, 24-hour Public Safety Office in the heart of Atlantic Station near Central Park.

The Public Safety Initiative is based on the Midtown Blue public safety model and will be implemented by specially uniformed Atlantic Station private security and APD officers. Wayne Mock, head of the Midtown Alliance’s successful Midtown Blue public safety program, has joined Atlantic Station as a consultant in the reengineering of its public safety program.

The Public Safety Initiative is the latest step undertaken by North American Properties and CB Richard Ellis Investors to transform Atlantic Station after purchasing the landmark center in December 2010. Since taking over the property, the new ownership and management team has closed night clubs, imposed a zero-tolerance code of conduct aimed at loitering and non-productive activity, assigned public safety personnel to transit shuttles and forged new partnerships with the Atlanta Police Department and Mayor Kasim Reed.

“One of the common themes we hear from residents, guests, retailers and our neighbors in the community is that Atlantic Station must maintain the highest standard when it comes to public safety,” said Mark Toro, managing partner of North American Properties. “We’ve taken some first steps, which are producing solid results, but the plan announced today will completely change the look, feel and experience at Atlantic Station. This is what the community has asked

us to do, and we have taken direct action to respond. That's our commitment to our guests and neighbors."

Atlantic Station in January announced a plan to reposition the center to be more responsive to the Midtown community, including a new retail mix, an improved guest experience, an emphasis on local retail and restaurants and alliances with the center's Midtown neighbors, as well as an improved parking experience and a redesigned public safety operation all of which are underway.

This spring, Atlantic Station has started a number of programs to offer intown consumers new experiences, including "Food Truck Fridays," "Friday Night Live," a concert series in Central Park, the "½ Street Market," as well as its "Movies in Central Park" Thursday night movie series. The center has also installed a new state-of-the-art ambient music system, invited street performers to play on the streets and initiated a \$2.5 million overhaul of its parking facility, said Tom Miles, General Manager of Atlantic Station.

"We're listening to our guests, asking them what they'd like us to offer and constantly bringing new features that will make Atlantic Station continue to be a center for the Midtown community," Miles said. "What we're doing is already making an impact. Since changing the experience here, we've seen guest traffic increase and retail sales begin to improve."

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About Atlantic Station

A national example for sustainable mixed-use communities, Atlantic Station (www.atlanticstation.com) transformed an abandoned industrial site into a thriving entertainment district at the heart of Atlanta's vibrant Midtown neighborhood. Opened in 2005, Atlantic Station is home to some of Atlanta's most popular restaurants, retailers such as H&M and Dillard's and leading employers such as Wells Fargo and BB&T. Atlantic Station each year hosts some of Atlanta's most attended entertainment events, such as Cirque du Soleil and Cavalia, as well as dozens of community gatherings, charity walks and neighborhood forums. Susan G. Komen

Atlanta Race for the Cure, Walk Now for Autism and other events at Atlantic Station have raised more than \$50 million for Atlanta charities since 2005. A national leader in consumer engagement and technology, Atlantic Station has the No. 6 most followed Twitter feed among U.S. retail centers.

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