

For Immediate Release
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**METROPARK TO OPEN ITS SECOND LAS VEGAS LOCATION
INSIDE THE SHOPS IN DESERT PASSAGE WINTER 2006**

LAS VEGAS – The Shops in Desert Passage add So-Cal lifestyle concept store, Metropark, to their growing roster of retailers, blending fashion, music and art for the dynamic young adult crowd. The boutique will open inside the shopping center this winter.

Metropark, a Los Angeles based specialty store chain for trendsetting young men and women, offers edgy apparel and accessory brands with an unmatched mix of contemporary flair and street fashion. Metropark carries premium denim, designer tops, bags and belts, costume jewelry, watches, magazines, CD compilations, gifts and novelty items – boasting such brand names as Joe's Jeans, Diesel, True Religion, Paige, 575 Denim, Salvage, Obey and Industry.

"Opening a store like Metropark puts Desert Passage on the leading edge," said David Edelstein, co-owner of Desert Passage. "Offering a number of sensory experiences, Metropark creates a unique shopping experience in synergy with their contemporary lifestyle brand."

Additionally, the Desert Passage Metropark store will showcase custom audio and visuals with an emphasis on current music, fashion and art. Another unique feature is the store's lounge area, where customers can enjoy refreshments and listen to premier DJs spinning live.

The stunning store design for Metropark reflects strong influences from the most stylish hotels, clubs, bars and street boutiques, creating a shopping experience unlike any other in the mall. Self-described as "part club, part street boutique," Metropark's stimulating visual details include stained concrete floors, an exposed ceiling and LCD screens in each dressing room.

About Metropark

Metropark is a rapidly expanding, highly differentiated mall-based retailer that combines the converging core lifestyle elements of fashion, music and art to appeal to young tastemaker adults. The store offers a high-energy shopping experience that is part store, part club; featuring a carefully edited assortment of fashion designers that typically are only found in the small street boutiques of major metropolitan fashion centers. Customers enjoy upbeat music videos viewable on large plasma screens throughout the store as well as live DJ performances on weekends, art exhibits and fashion shows. Metropark currently operates stores in eight premier regional malls. For more information and future store openings, visit the company's web site at www.metroparkusa.com

About Desert Passage

Desert Passage, owned by Boulevard Invest and managed by The Related Companies, in conjunction with leasing and marketing consultant Robert K. Futterman & Associates LLC, is the 475,000-square-foot retail/entertainment complex at the heart of Las Vegas Boulevard. Currently, the shopping center is undergoing renovations to its interior and exterior for its transition into the revamped Miracle Mile Shops – a move to create synergy with the adjoining casino's re-branding into the Planet Hollywood Hotel & Casino. The center benefits from its excellent street access and serves the 38 million tourists who visit Las Vegas each year. Desert Passage features 170 specialty stores, 15 restaurants and live entertainment. For more information, visit www.desertpassage.com.

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For More Information

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