

FOR IMMEDIATE RELEASE

March 23, 2006

Shops at Starwood Announces New Tenants

The Shops at Starwood, a mixed-use specialty center under construction, has announced the addition of two new exciting tenants to the distinguished project. Bonnie Ruth's Trotoirre et Patisserie, a sophisticated yet casual French Bistro, and dfw Diamonds have inked a deal with the Shops at Starwood.

Created by Dallas restaurateur Bonnie Ianace, Bonnie Ruth's Trotoirre et Patisserie restaurant, which includes an intimate al fresco dining area, will pay homage to the traditional Parisian bistro. The French bistro will offer Frisco residents the chance to experience a bit of the Left Bank with time honored classic bistro dishes and a Belle Époque style full bar complete with classic French Wines and a sampling of various pastis. Artisan breads, pastries and deserts will also be offered.

Also joining The Shops at Starwood is dfw Diamonds. Owned by jewelry designer and gemologist Amy and Mike Clarke. Dfw Diamonds' reputation was built from a vision of creating a collection of diamonds, fine jewelry, and timepieces unsurpassed for its elegance, quality and loyal customer relationships. For nearly a decade, dfw Diamonds has served thousands of discriminating customers in the North Dallas area and built a reputation on providing quality diamonds along with its unparalleled service. Dfw Diamonds new Frisco location will offer customers this same service and quality in a one of kind fashionable modern setting.

Inspired by the classic architecture along the Italian coast of the Mediterranean, The Shops at Starwood is a vibrant collection of select retail merchants, one-of-kind specialty restaurants and luxury small office conveniently set in an elegant lifestyle setting. Surrounded by the most affluent gated communities in Frisco, Texas at the intersection of the Dallas North Tollway and Lebanon Road, and across the street from the ultra-exclusive Starwood residential community, The Shops at Starwood is the only specialty retail center along the Dallas North Tollway scheduled to open this year.

Complete with ornamental landscaping, decorative pedestrian walkways, water features and outdoor plaza areas for friendly gatherings, The Shops at Starwood is under construction and is scheduled for opening in August 2006.

The architect for the project is The McIntosh Group and Fox Design Architects along with landscape architect Environs Group Landscape Architecture. Civil Engineer for the project is G & A Consultants, Inc.

The project is being developed by the Dallas based development firm, Hermansen Land Development, Inc. Richard Geil with Real Street Properties, Inc. (214-373-0220) is the exclusive retail and office leasing agent for the project.
