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CONTACT: Al Cunniff
(410) 369-1277

HARRISBURG MALL COMPLETES \$1 MILLION RENOVATION AND IMPROVEMENT PROGRAM TO EXTERIOR SIGNAGE PACKAGE

State-of-the-art LED message boards enhance pylon sign and marquee sign

HARRISBURG, PA (April 29, 2013) – Harrisburg Mall, a one million square foot regional mall jointly owned by Maryland-based St. John Properties, Inc. and Petrie Ross Ventures, has completed an extensive \$1 million renovation and improvement program to the project's two exterior signs. The majority of the package entailed the addition of a state-of-the-art Light-Emitting Diode (LED) message board to the Mall's 150 foot tall pylon sign and the replacement of the existing LED component on the project's smaller marquee. Late last year, the Mall's ownership group completed the first phase of exterior improvements to Harrisburg Mall involving the removal of a free-standing structure and the addition of landscaping and consumer amenities.

Anchored by Bass Pro Shops, Macy's and Regal Cinemas and located on a 61-acre parcel on Paxton Street off Exit 45 of Interstate 83, Harrisburg Mall has approximately 70 tenants including Aeropostale, Bath and Body Works, Champs Sports, Claire's, Express, Foot Locker, Kay Jewelers, New York and Company, Radio Shack, Victoria's Secret and others. Free-standing Toys "R" Us and Applebee's are also part of the tenant mix. One anchor store -- previously occupied by Boscov's until its corporate bankruptcy in 2008 -- remains available for lease.

"These two elements are the most visible components of Harrisburg Mall, and we felt it was extremely important to dramatically improve the aesthetic appeal, readability and function-ability of these signs," stated Bill Russell, Director of Harrisburg Mall. "In addition to providing our management team with powerful new technological and communication options, we consider this investment a strong statement regarding the ownership's long-term commitment to continually upgrade the shopping environment and tenant mix of Harrisburg Mall."

The entire exterior skin of the Mall's marquee sign was replaced, transforming the color from beige to gray, and a new 10 x 20', double-faced LED message board replaced an outdated sign. The project's 150 foot tall pylon sign was refurbished, with a 28 x 28' double-faced LED sign added to the structure.

“Consumers depend on these vibrant and animated message boards to receive updated information regarding Mall special events, new tenants as well as merchant promotions and sales. With the latest technology at our fingertips, we now have expanded capabilities to regularly communicate the day-to-day happenings and news occurring within Harrisburg Mall, to the benefit of the neighboring communities,” Russell added.

The sign improvements were completed by W. J. Strickler Signs, based in New Oxford, Pennsylvania.

For more information about the joint venture partners, visit St. John Properties, Inc. at www.sjpi.com and Petrie Ross Ventures at www.petrieross.com.

Contact: Larry Lichtenauer, Lawrence Howard & Associates, Inc.
410-363-6205