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THE LEGENDS AT SPARKS MARINA WELCOMES HIGHLY ANTICIPATED FOREVER 21 TO ITS LINEUP OF TOP OUTLET RETAILERS, SEPT. 26

Loyal customers expected to turn out in droves for fashion and festivities

SPARKS, Nev. (Sept. 22, 2009) – The Legends at Sparks Marina this week welcomes one of its most highly-anticipated tenants, retailer Forever 21. Known for offering a wide selection of all the most current and trend-setting styles for both men and women at a great value to customers, Forever 21 is one of the largest stores at The Legends, spanning almost 27,000 square feet along the east edge of the new development. The store opens its first northern Nevada location Saturday, Sept. 26 at 10 a.m. Shoppers are greeted with an exciting atmosphere and the first 200 customers in line receive a free gift card.

"Forever 21 is, by far, one of the retailers we get the most inquiries about," said Dennis McGovern, general manager of The Legends at Sparks Marina. "Having a tenant like Forever 21 that customers typically leave town or go online for, it helps keep all those tax dollars here in our community, and reinforces the great value of shopping here in Sparks."

The closest Forever 21 locations have been in Chico or Yuba City, Calif., so the introduction of the first northern Nevada location will help attract customers to shop more frequently in the Reno-Sparks market. "Forever 21 is one of the hottest retail concepts in the industry today," according to Rod Yates of OTB Destination, the leasing agent for the project, "and we fully expect them to achieve record-breaking sales in The Legends center."

There has been a great deal of interest in the opening of this Forever 21 store. Forever 21 Executive Vice President Larry Meyer shares in this excitement and says, "We look forward to bringing northern Nevada the best assortment of great fashion at a great value."

Forever 21, Inc., headquartered in Los Angeles, is a specialty retailer of women's and men's clothing and accessories, known for offering the hottest and most current fashion trends at a great value to consumers. Forever 21's model of fast fashion works by keeping the store exciting with fresh merchandise offerings brought in daily. The retailer operates over 450 stores in the United States, with international operations in Canada as well as Japan. For more information please visit www.forever21.com.

For more information on The Legends at Sparks Marina, log on to www.ExperienceLegends.com or follow us on [twitter](https://twitter.com/legendsatparks) at www.Twitter.com/legendsatparks.

The Legends at Sparks Marina has completed Phase 1 construction on its 2 million-square-foot destination, entertainment and retail complex located at the intersection of Interstate 80 and Sparks Blvd. in Sparks, Nev. just minutes from downtown Reno. Once complete, the site will contain a unique mix of entertainment venues, restaurants and retail offerings designed to attract a majority of visitors from out-of-state to northern Nevada. Its grand opening is scheduled for summer 2009 and the project is expected to attract 600,000 to 800,000 new tourists and generate approximately \$600 million in taxable sales annually.

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