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Business Wire - Press Release

# Schussler Creative and RED Development Join Forces to Create New Attractions, Themed Restaurants, Hospitality and Shopping Venues

05.18.07, 8:06 AM ET



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Schussler Creative Inc, the Twin Cities based founder and creator of Rain Forest Cafe, T-Rex and other entertainment attractions, and RED Development, a premier U.S. developer of retail lifestyle centers and destination developments, announced today a partnership that will take destination dining, shopping and entertainment to a new level.

The landmark partnership is significant in two ways. It's the first time a developer has teamed up with the creator of dining/entertainment attractions to invest in the rollout of new ventures nationwide in RED's developments and elsewhere. Both Red Development and Schussler Creative believe that this new business model is a first and will change the way business is conducted in the real estate development, retail, restaurant, and entertainment attraction venues, as well as lifestyle/retail centers and shopping destinations.

Secondly, the marriage of RED Development of Kansas City with Schussler Creative adds additional credibility and financial backing to the latest restaurant and retail attractions created by Schussler. These attractions include America's Roadhouse, Winter Wonderland, Sorcerer's Kitchen, Aerobleu, Hot Dog Hall of Fame, Dynasty, Musical Gardens and others. The partnership will allow these venues to be unveiled on a faster track and on a grander scale than could have been accomplished without the partnership.

"This strategic partnership allows us to align with the nation's top creator of destination attractions to simultaneously place amazing concepts in our developments as well as those of other top developers," according to Dan Lowe, managing partner at RED Development. "We intend to begin announcing locations for these new venues very soon."

"We are moving way beyond retail entertainment development," said Steve Graham, RED's vice president of destination development. "We are creating unique experiences by developing destination attractions for guests who hunger and thirst for new experiences."

Steven Schussler, Chief Executive Officer of Schussler Creative added, "We have an entire team devoted to research and development in our creative laboratory. We have numerous concepts under development, many of which we will bring to market as anchor tenants within the next few months, as part of this incredible new team."

### Destination Attractions

In the traditional business model, real estate developers search for

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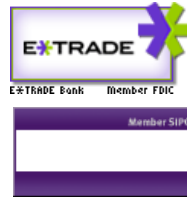
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retail concepts to drive traffic to their developments. RED Development has moved beyond the traditional models and has created a retail model to include destination attractions and unique retailers that draw from a significantly expanded trade area. These destination attractions redefine shopping and dining as art and entertainment.

#### Industry Observation

"It is a unique relationship in the retail real estate industry because the Schussler attractions are not proprietary to RED," said retail analyst Jeff Green of Jeff Green Partners. "This is a shift of thinking in the industry. RED and Schussler are changing the way we do business and it will be a new trend in the industry," Green said.

#### Proven Success Story

The RED/Schussler team already has a proven success story. Their first venture together was T-Rex Case at The Legends at Village West in Kansas City, Kansas which is among the most talked about attractions in the state. "The partnership between RED Development and the State of Kansas has resulted in one of the most vibrant and unique tourist destinations in the region," said Kansas Governor Kathleen Sebelius. "Our experience with the Legends is one in which reality exceeded the vision." The Legends/T-Rex success lead to the formation of this new and larger RED/Schussler partnership.

#### About RED Development, LLC

RED Development, LLC, formed in 1995, has co-headquarters in Kansas City and Phoenix. RED develops, leases, manages and owns shopping centers throughout the nation. RED has more than 30 centers open, in development or under constructions, totaling more than 16 million square feet. The company primarily focuses on open-air, lifestyle centers and destination retail and entertainment developments. To learn more about how RED is "REDefining" retail and entertainment development, visit [www.reddevelopment.com](http://www.reddevelopment.com).

#### About Schussler Creative, Inc.

The Schussler Creative team embraces imagination to design theatrical restaurant, retail and hospitality venues and attractions worldwide. Schussler Creative Chairman Steven Schussler is also the founder and creator of the popular Rainforest Cafe restaurant concept, which opened 45 stores on 4 continents in 7 short years, and went public with only one store open. Schussler and the Rainforest Cafe Board of Directors sold Rainforest Cafe to Landry's Restaurants in 2000. For more information on Minneapolis, Minnesota based Schussler Creative, visit [www.schusslercreative.com](http://www.schusslercreative.com).

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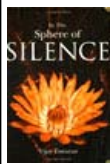


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