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New eateries headed to Sparks Marina

ZAMNA AVILA

RENO GAZETTE-JOURNAL

Posted: 5/27/2007

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The key developer of the future destination-retail project, "Legends at Sparks Marina," recently announced its partnership with Schussler Creative Inc., a Minnesota-based themed restaurant designer, to conceive new attractions, restaurants, hospitality and shopping venues.

"I am excited to share this incredible industry-changing news with you today," said Steve Graham, vice president of destination development for RED Development LLC, the Kansas City, Mo.

Representatives say the venture, announced May 18, promises to combine restaurant, food development retail and real estate expertise to create history.

Schussler Creative Inc. is known as the Twin Cities-based founder and creator of Rain Forest Cafe, T-Rex and other entertainment attractions.

"We have an entire team devoted to research and development in our creative laboratory," said Steven Schussler, chief executive of Schussler Creative.

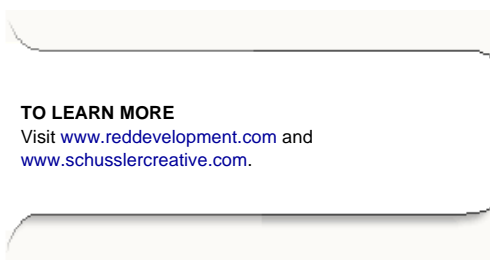
"We have numerous concepts under development, many of which we will bring to market as anchor tenants within the next few months, as part of this incredible new team."

The partnership means that, for the first time, a developer is teaming with a creator of dining and entertainment to invest in the rollout of new ventures nationwide for RED Development's and otherwise.

"RED can take any of Schussler's themed restaurant concepts in any of their destination locations," said Joyce Morrison, a spokeswoman for RED Development. "What makes this concept so unique is RED also going to allow any other developer to use these themes in their development. And that has never happened before."

The partnership also will allow these venues to be unveiled on a faster and grander scale. As a result of the agreement, two eateries have been added to the Legends at Sparks Marina Project: Hot Dog Hall of Fame and America's Roadhouse, both slated to open in late 2008.

"This strategic partnership allows us to align



TO LEARN MORE

Visit www.reddevelopment.com and www.schusslercreative.com.

Story Chat

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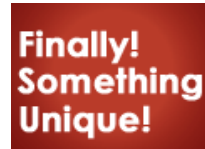
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- City of Sparks

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," said Dan Lowe, managing partner at RED Development. "We intend to begin announcing locations for these new venues very soon."

Graham agreed, saying, "We are moving way beyond retail entertainment development. We are creating unique experiences by developing destination attractions for guests who hunger and thirst for new experiences."

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