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LOS ANGELES LANDMARK, THE CITADEL, UNVEILS LED SCREENS AND ANNOUNCES 35 NEW TENANTS AS PART OF MAJOR EXPANSION PROJECT

New Media and History Come Together to Project Stunning Visuals on Eight, 30-Foot Tall State-Of-The-Art Displays Viewable By Millions From Interstate 5

May 19, 2005 [Los Angeles, CA] – As part of a major expansion that will nearly double the number of name brand outlet stores, Craig Realty Group, today unveiled four, double-sided, high-tech LED (Light Emitting Diode) screens at the historic Citadel property. Citadel Outlets, L.A.'s only outlet shopping center, is in the final stages of a \$52 million dollar expansion that will increase its square footage from 147,000 to 273,000 and culminate in a grand re-opening celebration in fall 2005.

Perched above its distinctive castle walls, the newly installed spectacular screens will project high-impact, high-definition images and messages daily from 5:00 am to midnight, reaching millions of commuters traveling on Interstate 5 through Los Angeles each month. The screens were unveiled as part of a unique "Freeway Fashion Show" that featured apparel and accessories from the outlet center's retailers paired with over one dozen models who graced the tall walls of the Citadel while images were displayed on the LED screens. Models were styled in hot Summer looks for men and women, and they gave a preview of what trends will be "in" this Fall.

The Citadel Outlets makeover will turn the center into an outdoor shopping destination with a distinctly Southern California flavor. Puma, Casual Male, and Samsonite will be open to the public in May followed by an additional 32 new tenants, including Nautica, BCBG, Sunglass Hut Outlet, Papaya, Charlotte Russe, Reebok, d.e.m.o., Guess, Zales Outlet; Ecko Apparel, Wilsons Leather, Pac Sun, Billabong, Shoe Pavillion, Ruby's Diner, Panda Express, Calvin Klein and more opening this Fall. The addition of these stores will deepen the center's appeal across a multitude of categories – women, men, children and teens.

"When we first purchased this property we realized that for decades people have passed by this Assyrian wall referring to it as a tire factory, and most recently as the Citadel," said Steven L. Craig, president of Craig Realty Group. "Our goal was to not only attract more name brand outlet stores and expand the complex, but to let the thousands of people who pass it every day know what the Citadel has to offer. Our new LED screens are a valuable communications tool between Citadel Outlets and its customers. Simply put, we want to tell a story – a story of what lives behind the wall."

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Citadel LED Screens

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Blending the architecture of the Los Angeles landmark with the new out of home medium, the Citadel LEDS (and two large-format static signs) are the only signs in the world powered by a single controller and the only ones with one owner for all eight displays within a quarter-mile of each other. Manufactured by Billboard Video, Inc., the screens have been configured in a vertical fashion magazine format that will enable Citadel tenants to inform over 250,000 commuters who pass the site each day about what's behind the historical walls, including the brand outlet stores, special retail offers and community information.

"Working with Craig Realty and the Citadel on this one-of-a-kind LED project has been an enormously rewarding experience for Billboard Video," said William Hall, President and CEO, Billboard Video. "The development of eight spectacular LED screens within a quarter mile of one another truly marks the rise of a new out-of-home media platform in Los Angeles. The opportunity for creating new visual messaging and branding from the displays are boundless and offer advertisers a new marketing tool for implementing ads that stick and stay with the consumer," added Hall.

Atop each screen sits a "lamassu," a winged bull, that some believed to be a spiritual being with the head of a human, the body and ears of a bull, and the wings of an angel or bird. In 1928, the Samson Tire and Rubber Company modeled the plant after a 7th Century B.C. Assyrian palace. In Assyrian times the lamassu were placed on each side of palace entrances to guard against evil spirits. Today, the recreated lamassus will symbolically guard the Citadel while gracefully blending the new and old design of the landmark.

About Citadel Outlets

In 1918, Adolph Schleicher founded his Samson Tire and Rubber Company in a tiny wood-frame factory in Compton, California choosing "Samson" because it symbolized strength and endurance. Ten years later, Schleicher wanted to include a Samson and Delilah motif, thus modeling the plant after a 7th Century B.C. ancient Assyrian palace including a 1,350-foot-long (later expanded to 1,750) crenulated concrete wall decorated with heraldic lamassus and bas-reliefs of Babylonian princes carved into the stone between impressive pillars and towers. This Assyrian landmark had the distinct honor of serving as a backdrop in the Academy Award-Winning movie, *Ben Hur*. The Citadel Outlets, Los Angeles' first factory outlet center, opened in 1990 serving as a mixed-use project which includes a retail outlet center, a food court, five office buildings, and a 201-room Wyndham Hotel. Located conveniently 10 minutes east of downtown Los Angeles and 20 minutes north of central Orange County, the Citadel Outlets are also easily accessible from Riverside and San Bernardino counties, as well as all area airports. Currently home to 50 name brand outlet stores including Old Navy, Max Studio, BCBG Max Azria, Eddie Bauer, Ann Taylor, Nine West, Pacific Sunwear, IZOD, Geoffrey Beene, London Fog, Reebok, K-B Toys, and Carter's, 35 additional stores will join the complex in Fall 2005 as part of a major renovation and expansion. For more information about the center and outlet stores please visit www.citadeloutlets.com.

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Craig Realty Group

Craig Realty Group is a shopping center development firm founded by Steven L. Craig and is based in Newport Beach, California. The firm specializes in upscale factory outlet centers. The company owns and operates Citadel Outlets in Los Angeles, California; Woodburn Company Stores located near Portland, Oregon; Cabazon Outlets located near Palm Springs, California; Outlets at Anthem in Phoenix, Arizona; and Conroe Outlet Center located near Houston, Texas. Craig Realty Group also manages Lake Elsinore Outlets located in Lake Elsinore, California. Craig recently opened an upscale designer outlet center in Brescia, Italy called Franciacorta Outlet Village located 50 miles east of Milan. The company is currently developing The Plaza at San Clemente in San Clemente, California, a 650,000 square foot mixed-use project, and Sussex Commons Lifestyle Outlets in Frankford Township, New Jersey. Craig previously developed Carlsbad Company Stores, which was recently sold to an east coast developer and set a record for the sale of an outlet shopping center. Craig was also responsible for the development of Desert Hills Premium Outlets in Cabazon, one of the largest and most successful manufacturer outlet centers in the world and was instrumental in developing Camarillo Premium Outlets in Camarillo, California. For more information about the company, visit www.craigrealtygroup.com.

BillBoard Video, Inc.

BillBoard Video, Inc. revolutionized out-of-home media advertising by creating the first Wireless Media Network. The network allows advertisers to reach on-the-go consumers by providing wireless, Internet-delivered, full motion video advertising and content at the point-of-purchase. BillBoard Video acquired MultiMedia in 2004. The merger combined the industry's leading wireless advertising company with America's Foremost LED display manufacturer. For the last 25 years, MultiMedia has manufactured over 60-percent of the Spectacular LED displays in New York City's magnificent Times Square. Our custom design capabilities serve the visions of pioneering clients around the world in business, government, entertainment and sport. For more information, visit www.BillBoardvideo.com. Contact: Brian Bachman, Director of External Communications, 972.668.0336 ext. 318, bbachman@billboardvideo.com

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