

FIREWHEEL TOWN CENTER

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FIREWHEEL TOWN CENTER OPENS WITH FIREWORKS AND FANFARE TO CELEBRATE GRAND OPENING

Commemorative Weekend Showcases Celebrities, Live Entertainment and Much More!

GARLAND, TX (September 22, 2005) Firewheel Town Center will open its doors to much fanfare and excitement to celebrate its grand opening Friday, October 7 – Sunday, October 9. Numerous special events and activities for all ages have been planned throughout the weekend to commemorate the opening of Garland's newest retail destination offering more than 100 new stores and restaurants, public spaces and entertainment venues for guests to enjoy.

The excitement kicks off on Friday, with a ceremonial ribbon cutting and a performance by the **University of Texas Longhorn Singers**; hourly drawings with special prizes from Firewheel Town Center retailers; a 2006 Ford Mustang giveaway courtesy of Prestige Ford; strolling performers and exciting musical entertainment from a variety of local acts as well as a finale concert by country music icon, **Neal McCoy** followed by an electrifying fireworks display. Saturday provides more retailer giveaways; special appearances by costumed characters such as Nick Jr.'s **Dora The Explorer** and Nickelodeon's **SpongeBob SquarePants**; appearances by the **Dallas Mavericks Dancers** and the **Mavs ManiAACS**; and live musical acts including a special performance by music sensation, **Kaci Brown**. Enjoy everything from toe-tapping country and blues to greatest hits from the '60s, '70s and '80s throughout the day. The weekend will wrap up on Sunday with Nickelodeon's Game Lab; more exciting retailer drawings and character appearances; and a grand prize giveaway of a **2005 Honda Element** courtesy of Lute Riley Honda awarded to one lucky shopper!

FRIDAY, OCTOBER 7, 2005

Ribbon Cutting Ceremony

9:30 – 10:00 a.m.

Location: Main Stage

A ribbon cutting ceremony will officially kick off the Grand Opening of Firewheel Town Center. The fanfare of festivities will include a presentation of colors by the Garland Fire Department Color Guard and a musical performance by the University of Texas Longhorn singers.

Simon Kidgits have arrived. Join the fun, join the club!
All day long

Kids love clubs. And with the **Simon Kidgits Club**, kids not only get lots of fun stuff, but they'll also learn important lessons about education, health and wellness, and more! \$5 annual membership fee. Join today!

More Choices More Prizes

10:00 a.m. - 7:00 p.m.

Location: Throughout Firewheel Town Center

Beginning at 11:00 a.m., every hour until 6:00 p.m., a major prize will be given away to one lucky shopper. See entry form for complete contest rules and regulations.

Prize's Include:

\$650 Circuit City Package: Kodak EasyShare Digital Camera with Printer Dock & Nintendo DS & GameCube Package

\$580 Ladies Diamond Ring set in 14k Gold courtesy of Nasr Jewelers

\$500 Foley's Gift Card

\$695 Jos. A. Bank Clothier Signature Suits

\$500 Onyx Necklace, Bracelet and Earring collection courtesy of James Avery

\$250 White House|Black Market Gift Card

\$500 Sam's Fine Jewelry Gift Certificate

\$250 Charlotte Russe Gift Card

\$250 Simon Giftcard (Terms, conditions and fees apply to Simon Giftcards).

The Austin P. Roadman Puppet Show

Time: 10:30 a.m., 11:30 a.m., 12:30 p.m., 1:30 p.m., 3:30 p.m., 4:30 p.m., 5:30 p.m.

Location: Park

The Austin P. Roadman roving armadillo wagon will be on hand to celebrate the grand opening and he'll be performing in his Conestoga-style covered wagon.

Rope Tips and Tricks

11:00 a.m. – 3:00 p.m.

Location: Park

Cowboy Kal, a World Champion Trick roper, will share some of his famous rope tips and tricks. And oh, yea, Buck (his horse) will be here, too!

Dora the Explorer, SpongeBob SquarePants, Clifford the Big Red Dog

11:00 a.m. – 5:00 p.m.

Location: Beebalm Lane

Nick Jr.'s Dora the Explorer, Nickelodeon's SpongeBob SquarePants and Clifford the Big Red Dog will be available to entertain the little ones. Characters will rotate throughout the day. An appearance schedule will be posted.

Trick Whipping Calamity Kate

1:00 – 5:00 p.m.

Location: Park

Calamity Kate will demonstrate her trick whipping skills and even give a few whip cracking lessons, too!

KLUV Remote

12:00 – 2:00 p.m.

Location: Beebalm Lane

Stop by the KLUV booth and enter for your chance to win a \$1,000 Simon Giftcard. (Terms, conditions and fees apply to Simon Giftcards). See contest rules at radio remote for details.

KLNO Remote

2:00 – 4:00 p.m.

Location: Town Square Blvd

Enter for the chance to win Luis Miguel concerts tickets at the KLNO remote. See contest rules at radio remote for details.

Grand Opening Concerts & Fireworks

Throughout Day

Location: Main Stage

Take a break from shopping under the Texas sun, and stop by the Main Stage to relax and enjoy the free musical entertainment. From country and blues to the biggest hits of the '70s, '80s, and '90s, there's a little musical something for everyone! At 7:30 p.m., catch a very special free performance by Neal McCoy, featuring his greatest hits. Immediately following, enjoy a spectacular fireworks display.

12:00-1:15 p.m.	Robin & Steppin Out
2:00-3:10 p.m.	Blind Dog Cooley
4:00-5:10 p.m.	Random Axis
6:00-7:00 p.m.	Texas Gypsies
7:30-8:45 p.m.	Neal McCoy
Following Concert	Fireworks

KSCS Remote/2006 Ford Mustang Giveaway

5:00 – 7:00 p.m.

Location: Town Square Blvd

Register from 5:00 p.m. to 5:45 p.m. for your last chance to be a finalist in the 2006 Ford Mustang Giveaway, provided by Prestige Ford. Two names will be drawn at 6:00 p.m. from all entries received. At 6:30 p.m., the two last-chance finalists will join the ten prequalified finalists for a chance to win the car. See contest rules at radio remote for complete details.

SATURDAY, OCTOBER 8, 2005

More Choices More Prizes continues...

10:00 a.m. – 7:00 p.m.

Location: Throughout Firewheel Town Center

Beginning at 11:00 a.m., every hour until 7:00 p.m., a major prize will be given away to one lucky shopper. See entry form for complete contest rules and regulations.

Prize's Include:

\$950 1/2ct Certified Diamond Fashion Earrings courtesy of Sam's Fine Jewelry

\$500 in Finish Line Gift Cards

\$250 Chico's Gift Card

\$500 Bombay Company Gift Card

\$500 Coldwater Creek Gift Card

\$250 Aeropostale Gift Card

\$500 J. Jill Gift Card

\$1600 1/3ct Princess Diamond ring from Love Story Diamond Collection courtesy of Sam's Fine Jewelry

\$500 Toni & Guy Service and Product Package

KRLD Remote

10:00 a.m. – 12:00 p.m.

Location: Town Square Blvd

Batter up! Take a swing in the mobile batting cage with coaching experts. Plus, register for your chance to win Texas Ranger Season Tickets for the family. It all happens at the KRLD remote. See contest rules at radio remote for details.

The Austin P. Roadman Puppet Show

10:30 a.m., 11:30 a.m., 12:30 p.m., 1:30 p.m., 3:30 p.m., 4:30 p.m., 5:30 p.m.

Location: Park

The Austin P. Roadman roving armadillo wagon will be on hand to celebrate the grand opening and he'll be performing in his Conestoga-style covered wagon.

Rope Tips and Tricks

11:00 a.m. – 3:00 p.m.

Location: Park

Cowboy Kal, a World Champion Trick roper, will share some of his famous rope tips and tricks. And oh, yea, Buck (his horse) will be here, too

Armadillo Racing

12:00 – 5:00 p.m.

Location: Beebalm Lane

This is one shamelessly silly, terrifically Texas event! If you've ever wondered about armadillos, this show and tell is for you! (No wagering, please. It upsets the armadillos.)

KSCS Remote/Texas Motor Speedway Nascar Display

11:00 a.m. – 1:00 p.m.

Location: Beebalm Lane

Catch all the excitement at the KSCS remote! Register for a chance to win a \$100 Simon Mavericks Giftcard and a Texas Motor Speedway Prize Package. (Terms, conditions and fees apply to Simon Giftcards). See contest rules at radio remote for details.

Dora The Explorer, SpongeBob SquarePants, Clifford the Big Red Dog

11:00 a.m. – 5:00 p.m.

Location: Beebalm Lane

Nick Jr.'s Dora the Explorer, Nickelodeon's SpongeBob SquarePants and Clifford the Big Red Dog will be available to entertain the little ones. Characters will rotate throughout the day. An appearance schedule will be posted.

Trick Whipping Calamity Kate

1:00 – 5:00 p.m.

Location: Park

Calamity Kate will demonstrate her trick whipping skills and even give a few whip cracking lessons, too!

KJKK Remote

1:00 – 3:00 p.m.

Location: Town Square Blvd

Visit the KJKK remote, where you can register for a chance to win a \$1,000 Simon Giftcard. See contest rules at radio remote for details.

Grand Opening Entertainment

Location: Main Stage

The celebration continues with free concerts at the Main Stage. Enjoy everything from toe-tapping country and blues to greatest hits from the '60s to the music of teenage sensation Kaci Brown. There's something for everyone!

11:00A.M. - 12:00 P.M.	Dallas Mavericks Dancers and Mavs ManiAACS
11:00A.M. - 1:00 P.M.	Dallas Mavericks Street Team
12:00 - 1:15 P.M.	Sundown
2:00 - 3:10 P.M.	The Mudcatts
4:00 - 4:20 P.M.	Kaci Brown
4:30 - 5:00 P.M.	Kaci Brown Autograph
6:00 - 7:00 P.M.	Tropix

KOAI Remote

3:00 – 5:00 p.m.

Location: Town Square Blvd

Stop by the KOAI remote and register for a chance to win a \$500 Simon Giftcard. (Terms, conditions and fees apply to Simon Giftcards). See contest rules at radio remote for details.

SUNDAY, OCTOBER 9, 2005

2005 Honda Element Grand Prize Giveaway

12:00 – 5:30 p.m.

Location: Main Stage

Win a 2005 Honda Element, courtesy of Lute Riley Honda. Register each hour from 12:00 p.m. to 4:55 p.m. for your chance to be a finalist! Runner-up prizes include \$250, \$500, \$750, and \$1,000 Simon Giftcards. (Terms, conditions and fees apply to Simon Giftcards). All five finalists will receive a \$100 Firewheel Day Spa Gift Certificate and will

be eligible for the grand prize drawing at 5:15 p.m. at the Display Area at the Main Stage. See entry forms for complete contest rules and regulations.

Radio Disney Remote

12:00 – 2:00 p.m.

Location: Town Square Blvd

Bring the kids and have some fun at the Radio Disney remote!

Dora The Explorer, SpongeBob SquarePants, Clifford the Big Red Dog

12:00 – 4:00 p.m.

Location: Beebalm Lane

Nick Jr.'s Dora the Explorer, Nickelodeon's SpongeBob SquarePants and Clifford the Big Red Dog will be available to entertain the little ones. Characters will rotate throughout the day. An appearance schedule will be posted.

Nickelodeon's Game Lab

1:00 p.m. and 3:30 p.m.

Location: Main Stage

It's fun for the whole family! Take part in the crazy games and wacky stunts made famous by Nickelodeon.

KVIL Remote

3:00 – 5:00 p.m.

Location: Town Square Blvd

Stop by the KVIL radio remote and register for a chance to win a trip for two to Cancun and the Hotel Riu Palace Mexico in the Riviera Maya courtesy of Horizon Unlimited Travel! Winner will be selected at 4:30 p.m. See contest rules at radio remote for details.

With a pedestrian-friendly intimacy, Firewheel Town Center will be an open-air, Main Street-style town center. The project will be punctuated by 785,000 square feet of retail and entertainment. Public spaces, parks and vibrant second-level office space will serve as a backdrop for the architecturally distinctive center housing some of the nation's premier specialty retailers and restaurants, including anchors such as Dillard's, Foley's, Barnes & Noble, Circuit City, Linens n' Things, Old Navy, Pier One and DSW. The project also features a large park area with Koi fish fountain, well landscaped stream. and a children's play area. The website is www.simon.com.

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