



## American Girl Is Heading To Boston

### Natick Collection to Become New Home of Popular American Girl Store

**Middleton, WI (May 12, 2008)** - American Girl®, a division of Mattel, Inc., today announced plans to open its newest experiential retail store at Natick Collection, the largest mall in New England. The 20,000-square-foot American Girl store is slated to open in the shopping center's new streetscape in November 2008.

"Given our unparalleled success in experiential retailing over the past decade, we are eager to bring our next American Girl store to such a premier retail destination like Boston's Natick Collection," said Wade Opland, American Girl's vice president of retail. "The premium location, coupled with the mall's world-class mix of retailers, provides us with even greater opportunities to celebrate girls in an unforgettable environment."

Visitors to Natick Collection's new American Girl store will find the complete assortment of the company's popular historical and contemporary dolls, along with a rotating selection of doll outfits, accessories, girl-sized clothing, and a variety of best-selling American Girl books. In addition, American Girl fans can treat their dolls to a new 'do in the Doll Hair Salon and enjoy brunch, lunch, dinner, or an unforgettable dessert in the store's fun and casual Bistro. Designed as the ultimate place to celebrate girls' birthdays and other special occasions, the American Girl store will also feature unique party rooms where girls and their friends can enjoy American Girl-themed parties, such as the Doll Spa or Craft Party, complete with organized games and activities, special food and cake, and party favors. A variety of girl-and-mom-friendly events will also be offered throughout the year.

"Natick Collection is thrilled to debut New England's first American Girl store," said Michael McNaughton, Vice President of Asset Management of General Growth Properties. "The American Girl brand is an experiential destination for families and will be a welcome addition to our mix of upscale retailers and restaurants. Natick Collection offers families an unparalleled shopping, dining and entertainment experience unequalled in New England and in line with the finest retail destinations across the country and around the world."

American Girl has been recognized as an industry leader in experiential retail since opening its first flagship store, American Girl Place®, in Chicago in 1998. Two more flagship stores, American Girl Place New York on Fifth Avenue and American Girl Place Los Angeles at The Grove, opened in 2003 and 2006 respectively. Two additional retail stores opened in Atlanta and Dallas in 2007. Together, the popular retail and entertainment sites have welcomed over 23 million visitors to date.

#### **ABOUT AMERICAN GIRL**

American Girl, Inc., is a wholly owned subsidiary of Mattel, Inc. (NYSE: MAT, [www.mattel.com](http://www.mattel.com)), the world's leading toy company. Since American Girl's inception in 1986, the company has devoted its entire business to celebrating the potential of girls ages 3 to 12. American Girl encourages girls to dream, to grow, to aspire, to create, and to imagine through a wide range of engaging and insightful books, age-appropriate and educational products, and unforgettable experiences. In meeting its mission with a vigilant eye toward quality and service, American Girl has earned the loyal following of millions of girls and the praise and trust of parents and educators. To learn more about American Girl or to place an order, call **1-800-845-0005** or visit **[www.americangirl.com](http://www.americangirl.com)**.

#### **ABOUT NATICK COLLECTION**

Natick Collection features over 100 exceptional new stores including many of the nation's top luxury retailers. The 60 acre property houses more than 1 million square feet of space and 7,000 parking spaces and valet parking. Designed by the highly respected architectural firm of Beyer Blinder Belle, and landscaped by the distinguished Massachusetts firm of Martha Schwartz Inc., Natick Collection is the premier lifestyle destination for the greater Boston area and beyond. In addition to the retail center, the complex will include 215 luxury condominium residences, to be known as "Nouvelle at Natick", scheduled to open in the summer of 2008. Additional plans include a hotel, meandering bike path, public walkway and spacious rooftop garden for exclusive use by condominium residents. For more information, please visit [www.natickcollection.com](http://www.natickcollection.com).

#### **ABOUT GENERAL GROWTH PROPERTIES**

General Growth Properties, Inc. is the second largest U.S.-based publicly traded Real Estate Investment Trust based upon market capitalization. The Company currently has an ownership interest in or management responsibility for a portfolio of more than 200 regional shopping malls in 44 states, as well as ownership in master planned community developments and commercial office buildings. The Company portfolio totals approximately 200 million square feet of retail space and includes over 24,000 retail stores nationwide. The Company is listed on the New York Stock Exchange under the symbol "GGP". For

more information, please visit the Company Web site at [www.ggp.com](http://www.ggp.com).