

For Immediate Release:

NEW BALANCE STORE COMING TO HERITAGE SQUARE ***Store Offers Athletic, Outdoor, Casual and Dress Footwear for Adults and Children; Staff Trained to Fit Shoes to Help Variety of Foot Conditions***

Mishawaka, Ind. – New Balance, a leading manufacturer of high performance athletic and active lifestyle products, will open a store in Heritage Square, according to Holladay Properties' Retail Division.

Holly Haley, Vice President of Asset Management, said the 3,100-sq. ft. store is scheduled to open in April next to Portrait Innovations in the shopping center at Cleveland Road and Gumwood Road.

"We're very excited to welcome New Balance. The broad mix of shoes and athletic apparel they offer, coupled with their focus on encouraging kids and adults of every age to stay active and healthy, means they'll fit in perfectly with the lifestyle destination design of Heritage Square," said Haley.

Store owner Tony Miroballi, who also owns a New Balance store in Merrillville, Ind., said he's excited about opening a location in Heritage Square.

"It's very attractive, and a refreshing change from big box shopping centers. It's the kind of place where stores offer great customer service, which is very important to us. Plus, Mishawaka has one of the highest growth rates in the state, so there's great market potential for our products," he said.

According to Miroballi, the New Balance store will carry shoes for a wide variety of leisure activities, including running, walking, fitness, hiking, cheerleading and a range of sports. It will also provide casual and dress shoes for men and women under the Dunham and Aravon brand names, respectively, along with shoes for children of all ages.

In addition, the store will sell New Balance athletic apparel for men and women, plus accessories such as socks, shoe care equipment, orthotic inserts and more.

While other shoe stores or departments offer only running shoes or dress shoes, Miroballi noted the New Balance store will appeal to more customers with its diverse product selection.

"We've got something for everyone, from athletic to dress to outdoor to flip-flops," said Miroballi.

New Balance trains store salespeople in how to fit shoes according to each customer's needs. That allows them to provide the right shoe for those with foot conditions, such as overpronation, plantar fasciitis, heel spurs and Achilles tendinitis.

Miroballi said doctors in the Merrillville area send patients to his store there to ensure they receive a proper fitting for their shoes. He added that he's already meeting with doctors in the Michiana area to let them know how his products and trained staff can help patients find the ideal shoe to better manage their condition.

Miroballi will transfer some experienced sales staff from his Merrillville store to help open the Heritage Square store, in addition to hiring and training salespeople from Michiana.

"With our trained staff helping to put people in the right footwear, plus a full assortment of products to offer, we'll be better able to help all customers," said Miroballi.

About Holladay Properties

Founded in 1952, Holladay Properties has grown and diversified from the construction of single-family tract housing to become a full-scale land development company, design/build firm and fully integrated real estate company. With more than 250 full time associates and offices in six major metropolitan areas, Holladay Properties has completed a comprehensive array of projects throughout the country, with their newest initiative, the establishment of a retail development division based in Cincinnati. Other retail locations under development include Lakeshore Point, Portage, Ind.; Seventy West, Indianapolis; and Portage Prairie, South Bend, Ind.

Once completed, Holladay Properties' Heritage Square, a 230,000 square-foot open-air shopping center, will have the perfect blend of upscale retail, restaurants, cafes, and personal services, making it South Bend/Mishawaka's newest and most distinctive shopping experience. For more information, visit www.shopheritagesquare.com.

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