



STANDARDS

The Cumberland Mall Style Squad is a volunteer organization for students in the community. The program gives teens the opportunity to model in mall fashion shows and work with the community. The organization meets for classes and meetings once a month and the member serves for one school year (July – June).

WHO QUALIFIES TO BECOME A MEMBER OF THE STYLE SQUAD?

* A student between the ages of 13 and 18 (must be age 13 by May 15, 2011) who has maintained a "B" average in their academics.

WHAT ARE SOME OF THE RESPONSIBILITIES OF STYLE SQUAD MEMBERS?

- * Learn basic modeling techniques. Participate in Cumberland Mall's fashion shows.
- * Learn to work with the public by helping with special events and community service events.

WHAT ARE THE STYLE SQUAD PROGRAM REQUIREMENTS?

- * Members must be active in the program by attending meetings and participating in community programs/events.
- * Members must attend fashion show rehearsals and fitting dates.

Routes 47 and 55 (Exit 27) • Vineland, NJ 08360
Tel: 856.825.9507 • cumberlandmallnj.com

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FOR IMMEDIATE RELEASE

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Cumberland Mall Seeks Fashion-Forward, Community-Service Oriented Teens for 2011-2012 Style Club

*Area 13-18 year olds are encouraged to submit applications beginning April 15;
the deadline is May 15.*

VINELAND, N.J. – April 8, 2011 – Cumberland Mall is looking for local teens with a flair for fashion, an interest in retail and a desire to contribute to the community to join the mall's 2011-2012 Style Squad. Applications will be available starting April 15 in the Mall Management Office or online at www.cumberlandmallnj.com. Teens may mail or hand-deliver applications to the Mall Management Office no later than Sunday, May 15.

Cumberland Mall Style Squad members will take part in fall and spring fashion shows, holiday and special events, and community service projects on behalf of the mall. In return for their participation, the mall provides members with monthly programs to promote self-development, such as informal and runway modeling, hair, make-up and skin care workshops and self-defense and personal safety workshops.

“The Style Squad emphasizes education, teaches youth about fashion and self-development and provides a rich opportunity for local youth to connect powerfully with their peers and the community at large,” said Maria Umbriac, mall marketing director. “We’re committed to enhancing young lives, and it’s a pleasure to provide this exciting program for local teens throughout the region.”

Style Squad members must be between 13 and 18 years old, be dependable, cooperative and willing to meet the commitments of the program, have time to commit to mall-sponsored programs and events, and be fun loving, responsible students dedicated to their schools and

communities. For more information, please call 856-825-9507.

Cumberland Mall's Style Squad is part of Pennsylvania Real Estate Investment Trust's (PREIT) *PREIT Cares*, the company's springboard for community awareness and charitable giving. The program is an umbrella which supports five pillars of community interest: Arts, Education, Healthcare, Social Responsibility and Sustainability. As central gathering places in their communities, PREIT malls serve as ideal venues for raising awareness of important and timely causes and organizations. PREIT encourages mall management teams to be active respondents to these issues in a way that is meaningful for the communities they serve.

Cumberland Mall is owned and managed by Pennsylvania Real Estate Investment Trust (PREIT). PREIT, founded in 1960 and one of the first equity REITs in the U.S., has a primary investment focus on retail shopping malls. Currently, the Company's portfolio consists of 49 properties, including 38 shopping malls, 8 strip and power centers, and three development properties. The Company's properties are located in 13 states in the eastern half of the United States, primarily in the Mid-Atlantic region. The operating retail properties have approximately 34 million total square feet of space. PREIT is headquartered in Philadelphia, Pennsylvania. The Company's website can be found at www.preit.com. PREIT is publicly traded on the NYSE under the symbol PEI.

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