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## FOR IMMEDIATE RELEASE

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### CENTERCAL PROPERTIES, LLC ANNOUNCES GRAND OPENING OF CABELA'S OUTPOST AND JCPENNEY AT VALLEY MALL

#### Stores to Anchor the new Washington Plaza

Union Gap, WA (Oct.1, 2012) – CenterCal Properties, LLC is excited to announce the grand opening of Cabela's Outpost and jcpenny in the new Washington Plaza at Valley Mall. Cabela's will hold its grand opening on October 4, unveiling its newest retail initiative, the Outpost Store, with 40,000 square feet of retail space. Jcpenny will celebrate its grand opening on October 5, proudly displaying a transformation for jcpenny stores nationwide as the company "re-imagines" the department store.

"Cabela's has had Oct. 4 marked on the calendar for a long time, and we're excited the day is finally here," said Cabela's spokesman Wes Remmer. "We're thrilled to join the community and we feel the Yakima Valley is an ideal location for the first Cabela's Outpost Store." Opening Day for Cabela's kicks off at 10:45 a.m. Thursday, Oct. 4 with a ribbon-cutting ceremony hosted by Cabela's executives and local dignitaries. Speakers will include Cabela's Chief Executive Officer Tommy Millner, Union Gap Mayor Jim Lemon and Schuyler Hoss, who will speak on behalf of Governor Christine Gregoire. Doors will open for business at 11 a.m. Cabela's gift cards will be given away, while supplies last, and celebrity speakers are scheduled through the weekend.

A grand opening celebration for jcpenny is planned for Oct. 5, beginning at 9:30 a.m. at the store. "The Union Gap/Yakima area is an important market for jcpenny and we are thrilled to be back," said Greg Fellman, store leader, "Our brand new store boasts a dynamic store environment, including wide aisles, high-efficiency lighting and the debut of many of our highly anticipated shops like Mango and Liz Claiborne just to name a couple..... We want to become America's Favorite Store and we'll do that by treating customers the way they want to be treated: Fair and Square."

"We are very excited to have jcpenny back in the Yakima Valley after so many years and to be chosen as the location for Cabela's first Outpost Store is such an incredible honor," states Allie Stewart, General Manager of Valley Mall. "The development of the new Washington Plaza continues CenterCal's effort in bringing quality and desirable shopping options to the Yakima Valley."

## **About Valley Mall:**

The Valley Mall shopping center, situated off exit 36 on I-82 and made up by Valley Mall, Valley Mall Plaza and Valley Mall Frontage, is home to over 80 specialty stores & merchants and is anchored by Macy's, Kohl's and Sears along with a wide variety of retail tenants such as Starbucks, Old Navy, Bed Bath & Beyond, Ulta and now Twigs martini Bar and Bistro. With the redevelopment and expansion of the Valley Mall area, Union Gap has become the hub of retail and entertainment activity in the Yakima Valley. It is Yakima Valley's only enclosed regional shopping center comprised of over 590,000 sq. ft.

The newest addition to the Valley Mall shopping center is Washington Plaza, the strip center to anchored by jcpenny and Cabela's Outpost Store.

Valley Mall is owned by CenterCal Properties, LLC. CenterCal owns and operates eight shopping centers in the western U.S., encompassing more than 4 million square feet of retail, including Bridgeport Village, Tigard, OR; Nyberg Woods, Tualatin, Valley Mall, Yakima, WA and development properties Station Park, Farmington, UT, The Village at Meridian, Meridian, Idaho and more [www.centercal.com](http://www.centercal.com).

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