

SIMPLY THE BEST CONTINUES AT THE SHOPS AT STARWOOD AS TENANTS CONTINUE TO BE RECOGNIZED FOR “BEST”

The Shops at Starwood and three of its tenants recognized for excellence

(Frisco, Texas) January 29, 2008 – Simply the best continues for Frisco’s The Shops at Starwood. Another series of awards for the center and its tenants makes The Shops at Starwood a must for those living or visiting Frisco. The following are recent announcements:

D Magazine’s “Best Neighborhood Restaurants” named **Bonnie Ruth’s Cafe Trottoir et Patisserie** as one of their picks for Frisco. D Magazine defines a neighborhood restaurant as “the sort of place where people expect to run into their friends and neighbors. It’s the sort of place you go when you decide at the last minute that you don’t want to cook. It’s a comfortable place...” This is a perfect description of the scene at Bonnie Ruth’s Café and The Shops at Starwood.

Frisco Chamber of Commerce Annual Awards finalists for Small Business of the Year included **It’s A Grind Coffeehouse** and for Development of the Year, **The Shops at Starwood**. Both nominations and being named a finalist are honors.

Frisco Style Magazine’s Annual “Best of Business” named **Sweeney Media Group** as a “Best of” winner.

This honor follows It’s A Grind Coffeehouse award for “Best Coffee 2007” by Dallas Citysearch voters as well as D Magazine’s recognition of The Shops at Starwood for “Best of the Burbs” in their recent issue of “Best of Big D” where editors highlight 129 top places to eat, drink and play in Dallas. **Best eating: Kotta Sushi Lounge**. In the new Shops at Starwood, the Zen lounge, terrific sushi, and selection of hot and cold sakes make this a Friday night staple. **Best drinking: Josephine’s Wine Bar and Bistro**. Great selection of fine wine, available (as we

prefer them) by the flight. Private wine room and wireless connection. **Best shopping: Little Heiress.** A decadent kid's clothing store for the tragically hip, spoiled love of your life.

Just north of Dallas of the Dallas North Tollway at Lebanon is an oasis of "cool" at The Shops of Starwood, designed as a lifestyle center for those who have discerning taste and enjoy an authentic lifestyle. The Shops at Starwood is "home" to many who stop by daily for their coffee at It's a Grind, after school snack at Piccomolo, happy hour and dinner at Bonnie Ruth's Café or Kotto Sushi Lounge or shop for unique children's gifts at Learning Express or kid couture at Little Heiress. One must maintain a unique style by visiting Green Peridot, an Aveda Salon and grab a manicure and pedicure at Starwood Nails. A visit to the Shops at Starwood is not complete without DFW Diamonds Design Studio where diamonds are everyday jewelry.

New tenants coming to The Shops at Starwood this spring include luxury custom fit mattresses for the most discriminating sleeper, Mattress Logix and Plum Crazy, where we are all about providing stylish and practical solutions for living, giving, and entertaining.

BACKGROUND:

The Shops at Starwood is an award-winning mixed use development including specialty dining, retail and lifestyle center as well as offering well-appointed office space and upscale personal service amenities. Pedestrian plazas, water feature and heavy ornamental landscaping make it distinctive and elegant. Several of the retailers have received "Best of" awards from D Magazine, CitySearch.com, Frisco Chamber of Commerce and Frisco STYLE Magazine. The Shops at Starwood is a development by Hermansen Land Development, Inc based in Dallas, TX.