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FOR IMMEDIATE RELEASE

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MISSISSIPPI TO HOST RETAIL CONFERENCE

NEW YORK – The International Council of Shopping Centers (ICSC), in conjunction with the Mississippi Development Authority, the Economic Development Authority of Alabama, and the Louisiana Department of Economic Development, will host a series of two meetings designed to encourage retail development and public-private partnerships in the Gulf South region, which encompasses the tri-state area of Mississippi, Alabama, and Louisiana. The meetings will be held at the Beau Rivage in Biloxi, Mississippi on February 1-2, 2001, representing the first time that both meetings have been held in the state of Mississippi.

The first of the two meetings, the Gulf South Alliance Program, will be held on February 1, 2001 and features an agenda of educational seminars, roundtables, and case studies designed to bring retailers, developers, and local municipal officials together to explore ways to implement retail developments that meet community needs and private interests.

The Gulf South Idea Exchange, which will begin immediately following the Alliance Program meeting, will feature an address by Governor Ronnie Musgrove, a “State of the Industry” speech, a Retailer CEO panel, and a luncheon address by renowned author Dr. Stephen Ambrose. The Idea Exchange will end with a Deal Making Session featuring more than 40 retailers, developers, cities, and communities.

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To encourage participation from local municipal officials at both meetings, a special registration fee of \$90 is being offered to municipal officials. In addition, cities/communities will have the opportunity to set up a free tabletop exhibit during the Development Opportunities Forum on February 1, and also during the Deal Making Session on February 2.

For additional information on these meetings, please contact Shane Okoon at ICSC at 646-728-3635 or online at www.icsc.org.

Founded in 1957, ICSC is the not-for-profit trade association of the shopping center industry. It serves 40,000 members in 77 countries by assisting in the development of the retail business through professional education, conferences and conventions, publications, research, and legislative actions.

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