
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

May 15, 2006

Ald. Joe Davis, Sr.
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Major Announcement Coming Tuesday At
Midtown Center
*Ald. Joe Davis Will Join Mayor Barrett, Cory Nettles & Others During
Groundbreaking Event for National Retailers*

The next phase of new development at the bustling Midtown Center will reportedly add more national retailers to the shopping center's already impressive offerings, and a special announcement will be made tomorrow during a kickoff event.

Ald. Joe Davis, Sr. will join Mayor Tom Barrett, Quarles & Brady Law firm partner and former Wisconsin Commerce Secretary Cory Nettles, Inland Western Retail Real Estate Trust, Inc. Vice President Niall Byrne and others during the event, scheduled to start at 10 a.m. Tuesday (May 16) in the parking lot adjacent to the AJ Wright store, 5730 W. Capitol Dr. Entertainment and food will also be featured. Media coverage is invited.

A major addition for Midtown Center will include additional new stores along the N. 56th St. portion of the development. The large addition is expected to attract three new national/regional tenants, Ald. Davis said. "This is indeed very welcome news to the 2nd District and the city as a whole as Midtown Center continues to build momentum as a key shopping destination, attracting customers from all over the city and the area," the alderman said.

Newer stores that have opened at Midtown Center include Cosmo Beauty Supply, The UPS Store, & Let's Party! The center currently has more than 25 tenants, including Wal-Mart, Lowe's, Pick 'n Save, A.J. Wright, Foot Locker, Kids Foot Locker, One Price Clothing, Payless Shoe Source, Milwaukee Police Department substation, T-Mobile, Cousins Subs, Concordia University, Starbucks, Applebee's, Pizza Hut, Culver's, Ashley Stewart, Rainbow Apparel and Firestone.

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