



PRESS RELEASE

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THE MALL AT CRIBBS CAUSEWAY CELEBRATES A DECADE OF SUCCESS

The Mall at Cribbs Causeway in Bristol is today celebrating a decade of success as it marks its 10th birthday. Since opening on 31st March 1998, The Mall has changed the face of retailing in the South West. During its 10 years, The Mall has attracted more than 135 million shoppers and taken £4 billion in sales.

Jon Edwards, commercial director of The Mall, says: "We are very proud of what we've achieved so far. Our aim now is to focus on making the most of the next decade.

"Ten years on The Mall looks amazingly fresh and contemporary. The strong simple design and evolving mix of stores will continue to give visitors a modern, stylish and convenient shopping experience.

"Retailing has changed dramatically since The Mall opened and it will continue to evolve. We will respond positively to meet the changing habits and aspirations of shoppers.

"We have robust plans for the future, introducing 4-5 new stores each year; the phased opening of our new Avenue eating area; a multi-million pound refurbishment by John Lewis later this year; a high quality events calendar; and new attractions due to open in the Cribbs Causeway area," he says.

Since its opening day The Mall has been a hit with shoppers. The variety and quality of stores, including many which were new to the region, the late opening hours and free parking were a first for Bristol at the time.

The last ten years has seen some 50 new stores opening at The Mall. The retail mix has evolved to meet the changing needs and aspirations of the sophisticated shopper profile. In the last 12 months, lettings include Molton Brown, Timberland, Kurt Geiger and Karen Millen.

But there's more to The Mall than just shopping. The Mall's award-winning fashion shows allow visitors to pick up seasonal style tips from high profile celebrities including Jeff Banks and Mark Heyes.

Shoppers have also enjoyed outdoor ice-skating, go-karting, aerobics and tea dancing and have been able to meet countless celebrities from Jordan to Jamie Oliver at book signings and other personal appearances.

For thousands of people, The Mall is a place of work. More than 7,000 people work at the centre in a variety of full and part-time jobs. Over 500 staff who were at The Mall on the day it opened still work there.

Owned by JT Baylis, Prudential and Capital Shopping Centres, The Mall is one of the West's most valuable property assets. Located at Cribbs Causeway, close to the M5, visitors are able to enjoy the integrated retail and leisure offer with The Venue with its Vue cinema complex, health club and restaurants, a new Morrisons supermarket, B&Q and other retail outlets nearby.

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10 YEARS OF MALL MINUTIAE

- On average, a shopper spends 2 hours at The Mall and walks 1½ miles on each visit.
- Around 50 new stores have opened since 1998 including Animal, Fat Face, Kew, Principles and all the mobile phone shops. Stores that have left include Eddie Bauer, Racing Green, Tammy Girl, Gymboree, The Gadget Shop, Ciro Citterio, Ravel, Mikey and Haagen Dazs.

- There are 400 different top-name brands available at The Mall – from Whistles to Wallis, Bobbi Brown to Molton Brown, Autograph to Ted Baker, Phase Eight to Hobbs.
- Around £10,000 is thrown into the central fountain each year and donated to local charities through The Mall's Fountain Charity Fund
- Excluding Easter Sundays, Christmas Days and six Boxing Days, The Mall has been open for 3,628 days
- 15,000 new trees and shrubs have been planted in the grounds
- Nearly 100,000 visitors have skated on the outdoor ice rink
- 20,000 children have met Father Christmas in his Winter Wonderland Castle
- Starbucks has served 2.6 million cups of coffee since 1998
- The palm trees, imported from Florida 10 years ago, have grown five feet in 10 years

Capital Shopping Centres

Capital Shopping Centres ("CSC"), part of FTSE 100 company Liberty International PLC, is the leading company in the UK specialising in the ownership, management and development of regional shopping centres.

CSC's £6.5 billion portfolio at December 2007 comprises 14 of the UK's high quality shopping centres totalling over 12.6 million square feet with some 2,021 shops and stores attracting over 225 million customer visits a year.

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