

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

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#### **CONTACTS:**

Sonja Swenson or Jessica Morikone  
Stryker Weiner & Yokota Public Relations, Inc.  
(808) 523-8802  
[sonja@strykerweiner.com](mailto:sonja@strykerweiner.com)  
[jess@strykerweiner.com](mailto:jess@strykerweiner.com)

## **ALA MOANA CENTER WELCOMES ISLANDS' FIRST BATH & BODY WORKS STORE**

HONOLULU, HAWAII – Ala Moana Center is proud to announce the long-anticipated arrival of the first and only Bath & Body Works store in Hawai'i. The popular personal care and home fragrance products retailer is slated to open its doors on the Mall Level of Ala Moana Center, Macy's Wing, in March of 2011.

“Ala Moana Center is proud to bring such a well-known and highly sought-after retailer to the islands, providing our customers with yet another top-requested store,” said Sharon James, regional vice president of marketing for General Growth Properties of Hawai'i. “Bath & Body Works offers an exciting product line for Hawai'i customers, and we look forward to them opening their doors in the spring.”

Bath & Body Works has reinvented the personal care industry, with the introduction of fragrant flavorful indulgences, including shower gels, lotions, candles and accessories. For the past two decades, Bath & Body Works has focused on creating and offering the best products with an emphasis on innovation from nature. This unique approach has destined Bath & Body Works to become the ultimate personal care destination. They now have more than 1,600 stores nationwide, and have also recently opened new stores throughout Canada.

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The first in the islands, Bath & Body Works will join the Center's other recent first-to-Hawai'i stores. Bath & Body Works' parent company, Limited Brands, also opened Hawai'i first Victoria's Secret store in the fall of 2009.

Ala Moana Center currently features more than 290 stores, including 70 dining options, one of the largest collections of luxury retailers in the world, four major department stores and several only-in-Hawai'i retailers featuring locally-made products and souvenirs.

For more information on Ala Moana Center, please visit [www.AlaMoanaCenter.com](http://www.AlaMoanaCenter.com).

### ABOUT ALA MOANA CENTER

Ala Moana Center is the world's largest outdoor shopping center and Hawaii's premier shopping, entertainment, and dining destination with 290 stores, including nearly 70 dining options. Ala Moana Center features a diverse collection of stores including locally owned boutiques and national retailers. Visit [www.AlaMoanaCenter.com](http://www.AlaMoanaCenter.com) for more information.

Ala Moana Center is owned and/or managed by General Growth Properties, Inc. GGP currently has ownership interest in, or management responsibility for more than 200 regional shopping malls in 43 states, as well as ownership in planned community developments and commercial office buildings. The company's portfolio totals approximately 200 million square feet of retail space and includes over 24,000 retail stores nationwide. The company is listed on the New York Stock Exchange under the symbol GGP. For more information, please visit the company web site at <http://www.ggp.com>.

### ABOUT LIMITED BRANDS

Limited Brands, through Victoria's Secret, Pink, Bath & Body Works, La Senza, C.O. Bigelow, White Barn Candle Co. and Henri Bendel, is an international company. The company operates 2,670 specialty stores in the United States and its brands are sold in more than 700 company-operated and franchised additional locations world-wide. The company's products are also available online at [www.VictoriasSecret.com](http://www.VictoriasSecret.com), [www.BathandBodyWorks.com](http://www.BathandBodyWorks.com), [www.HenriBendel.com](http://www.HenriBendel.com) and [www.LaSenza.com](http://www.LaSenza.com).

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