

**FOR IMMEDIATE RELEASE:**

July 22, 2010

Contacts:

Joe Bell  
Director of Corporate Communications  
The Cafaro Company  
[jbell@cafarocompany.com](mailto:jbell@cafarocompany.com)  
330-747-2661 ext. 771  
724-730-4532 (Mobile)



Christa Thomas  
Marketing Director  
Eastwood Mall Complex  
[marketingdirector@eastwoodmall.com](mailto:marketingdirector@eastwoodmall.com)  
330-652-6980

## **New Businesses Opening at Eastwood Mall Complex**

The list of new retail offerings keeps expanding for customers of the Eastwood Mall Complex, in Niles, Ohio. On Friday, July 23, **Linens & More for Less!** opens its 30,000 square foot store in the Howland Commons section of the complex, next to Kohl's Department Store. Linens & More for Less! will have the largest assortment of bedding, towels, bathroom rugs, cookware, bakeware, housewares, gadgets, dinnerware, flatware and glassware in the region.

According to Linens & More for Less! President and CEO Fred Mershad, "Our customers don't have to wait for a sale. They can confidently shop knowing our prices won't be lower next week, that they are extremely competitive and we'll meet any competitive prices on the same item." Linens & More for Less! is not a discount chain store, Mershad emphasized. "We're a value-driven quality retailer, and we'll be offering top-grade merchandise at terrific prices."

Featured departments include a Sleep Shoppe, offering sleep furnishings customized to individual sleeping habits, a Candle Shoppe, Frame Shoppe, a unique and color-driven

(MORE)

gift department, luggage department and a wonderfully creative home décor department. In addition, the store will offer “terrific values” in its Sealy and Stearns and Foster mattress department.

Linens & More for Less! joins two other new stores that just recently started serving customers at the Eastwood Mall Complex. **Eyemart Express** opened in late June across from Dillards in the Great East Plaza. Professional optometrists provide custom fitting and fine-quality eyeglasses for as little as \$79. **Lion & Lamb Christian Resources**, which opened at the same time in the JC Penney concourse, offers a wide assortment of Christian books, gifts, CDs, DVDs, artwork and gifts.

Coming soon to the Eastwood Mall Complex:

**Shoe Retreat** – This fine shoe retailer will launch its flagship store in the Dillard’s concourse in August. Shoe Retreat is a unique retailing concept, combining great selection, value and in-store shopping experience under one roof. The trained, experienced shoe-lover staff will assist customers in choosing from a selection of 15,000 pairs of dress, casual and athletic footwear. Shoe Retreat prides itself on providing exceptional quality and value every day, with no reason to wait for a sale.

**Fuddruckers** – This popular eatery unabashedly claims to have “The World’s Best Hamburgers.” Every 1/3-pound, 1/2-pound, 2/3-pound or 1-pound burger is made with Fudd’s Prime®; always fresh, never frozen, 100% All-American, premium-cut beef. Each burger is grilled to order and served on a scratch-made bun, baked daily at Fuddruckers. It will open right next to the main mall entrance by October.

**Wing Warehouse** – Hot wings and cold beer are a proven formula for casual fun. This fast-growing Ohio-based eatery will open its 12<sup>th</sup> location in early September, adjacent to the Eastwood Expo Center. Wing Warehouse features 44 flavors of wings, 29 draft beers, an extensive family-friendly menu and plenty of entertainment.

(MORE)

**Metropolitan Bark** – Situated near Center Court, this boutique will cater to those who want to pamper their dogs and cats with gourmet treats, collars, bedding and other pet supplies. The store will open August.

**Daffin's Candies** – For over 100 years, the name Daffin's has meant quality for chocolate lovers in eastern Ohio and western Pennsylvania. Now the Sharon, Pennsylvania-based confectioner brings its luscious fare to the Sears concourse, with an opening scheduled for early September.

In addition, two exciting national retailers are currently completing plans to open new stores at Eastwood Mall this year. Anticipate an official announcement in the next few weeks.

The Eastwood Mall Complex has been serving the Mahoning Valley since 1969. It is located at 5555 Youngstown Warren Road in Niles, Ohio. For more information on mall shops and events, call 330-652-6980 or visit online at [www.eastwoodmall.com](http://www.eastwoodmall.com). The Eastwood Mall Complex is owned and managed in association with Cafaro affiliated companies, based in Youngstown, Ohio. One of the nation's largest privately held shopping center developers, the Cafaro organization owns and oversees more than 30 million square feet of commercial real estate in 11 states. Founded by the late William M. Cafaro in the 1940's, the firm is now in its seventh decade as a family owned and managed business.

###