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**Tower City Center Introduces Parental Involvement Program (PIP)
to Address Youth Access to the Retail Center**

CLEVELAND – October 11, 2007 – Tower City Center, a Forest City Enterprises property, today announced the introduction of its Parental Involvement Program (PIP), designed to augment the existing “Code of Conduct” as it relates to youth access to the retail portion of the center.

Under the new program, which takes effect November 1, 2007, youths under the age of 18 visiting Tower City Center will need to be accompanied by a parent or legal guardian after 2:30 p.m. seven days a week. The new program will also apply before 2:30 p.m. on school days. The existing Code of Conduct remains in force at all times.

PIP will cover all mall areas, including the food court, hallways, stores, and parking garage and lot. One parent or legal guardian will be permitted to escort up to four youths, and at least one of the youths will need to be the child of the parent or legal guardian. Proof of age will be required. Those who cannot produce sufficient identification will be asked to leave the property.

“Tower City’s Parental Involvement Program is designed to enhance the shopping experience for all of our patrons,” said Lisa Kreiger, general manager-retail for Tower City Center. “This program has been developed based on customer, merchant and office employee feedback on the need for more specific youth visitor guidelines, and in consultation with community leaders. Our research shows that this effort will lead to positive results such as more families and business patrons coming to Tower City to shop, dine and be entertained.”

Kreiger added, “The rise in parental involvement/youth escort policies is a national trend as retail centers seek to create a family-friendly atmosphere.”

Visitors under the age of 18 who are making RTA connections will be allowed to walk through Tower City to board buses and trains, and they will have access to the walkway for sporting events and concerts and to the escalator and stairs for the Time Warner Cable Amphitheater at Tower City.

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Employees under the age of 18 who work in Tower City have a special badge and will be allowed to utilize the common areas to come and go from work. Youths will also have access to and from Tower City Cinemas. Tickets will go on sale one-half hour before each show begins. After purchasing their ticket, youths will need to remain in the theater lobby. Unescorted youths exiting the theater after 2:30 p.m. will have to exit the property immediately.

The Parental Involvement Program is a natural extension of the existing Tower City Center Code of Conduct, which does not allow misconduct such as vulgar language, running, screaming, walking in large groups that obstruct others, fighting, loitering, and disrespecting people and property. The new program will create a consistent, formal system that will be easy for youth patrons and their parents and legal guardians to understand and abide by.

During October, in preparation for the November 1 effective date, Tower City will continue to reach out to various community and school leaders and groups, and post signs to educate patrons about the new program. Tower City security personnel have received specialized training on PIP enforcement.

For additional information on the Parental Involvement Program and Tower City's Code of Conduct, visit www.towercitycenter.com.

Tower City Center Description

Located at Cleveland's Public Square and stretching to the banks of the Cuyahoga River, the 34-acre Tower City Center is one of the largest mixed-use developments in the nation. The retail center was developed and is owned by Forest City Enterprises, Inc., a \$9.5 billion NYSE-listed national real estate company. The Company is principally engaged in the ownership, development, management and acquisition of commercial and residential real estate and land throughout the United States. For more information, visit www.forestcity.net.

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