

**Birkdale Village selected as finalist  
In ICSC marketing competition**

International Council of Shopping Centers recognizes marketing excellence in  
Community Relations category of international award competition

Huntersville, N. C., August 10, 2004 — The International Council of Shopping Centers has announced that Birkdale Village, developed by Pappas Properties and Crosland and owned by Inland Retail Real Estate Trust Inc., is a finalist for their annual MAXI Award in the Community Relations category for centers 150,001-400,000 square feet. Winners in the 2004 MAXI Award competition will be announced September 29<sup>th</sup> at the Lila Cockrell Theater in San Antonio, Texas in a ceremony recognizing the best in marketing of shopping centers from around the world.

Birkdale Village's campaign designed to help teens build Habitat home Birkdale Village's 2004 entry into the MAXI Awards competition highlighted the campaign Habitat for the Holidays designed to create awareness and raise funds for Our Towns Habitat for Humanity Youth United program. Using adult and teen volunteers to design, build and staff a Santa set focused attention on the planned build of a Habitat house in Mooresville by the teen group.

One of the outstanding aspects of the Habitat for the Holidays campaign was the effort to showcase area teens involved in community service and focus on the positive contribution teens can make in their own neighborhoods. Lake Norman Regional Medical Center and GoPortraits sponsored the house and the Santa photography that, in addition to hot chocolate sales, the sale of the house and donations, raised over \$20,000 for the youth program.

“We certainly are honored to be named as finalist in this prestigious competition,” said Elizabeth Lord, VP Communications for Pappas Properties, the firm that continues to manage the marketing of Birkdale Village. “Our company is dedicated to adding value to the communities we build in, and this is just one example of the way we work with area groups to meet the needs of those that live in the region.” This is Pappas Properties' first submission to the ICSC MAXI awards program and Birkdale Village was the only Charlotte-area retail center named as finalist in this competition.

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