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**FOR IMMEDIATE RELEASE**

**Town Center at Cobb adds Rainbow and other offerings to robust retail lineup***Women’s clothing stores and accessory shops coming to Kennesaw soon*

**KENNESAW, Ga. (September 11, 2019)** – **Simon**, a global leader in premier shopping, dining and entertainment destinations, today announced that **Rainbow** will open at **Town Center at Cobb** this fall. In addition, the center is set to welcome eye-catching jewelry shop, **A&M Custom Jewelry.**  
“Our guests can continue to expect a supreme shopping experience at Town Center at Cobb,” said Shelly Weidner, director of marketing and business development for Town Center at Cobb. “These new brands further complement the center’s selection, and we know they will be crowd pleasers.”  
  
Known nationally for its stylish clothing, accessories and shoes, **Rainbow** provides women, juniors and kids with affordable, fashion-forward options to complete any outfit. Opening this autumn, this size-inclusive trendy apparel shop will open in a 6,950 square foot space on the lower level across from The Children’s Place.

Also coming this fall, **A&M Custom Jewelry** offers customers an exceptional selection of diamonds and top tier jewels**.** Offering engagement rings, gemstones, watches and necklaces, this boutique is the perfect place to shop for high-end gifts for every occasion**.** This 900 square foot store will be located on the lower level of Center Court next to Zales.

**Sowa Cereal & Cream Bar** is now open. Known for its featured soft-serve ice cream, milkshakes and bowls of milk with cereal mix-ins, this quirky dessert shop is located on the lower level in the Sears wing across from College Station.   
  
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