



FOR MORE INFORMATION:

Chelsea Bohannon
BRAVE Public Relations, 404.233.3993
cbohannon@bravepublicrelations.com

FOR IMMEDIATE RELEASE

Von Maur set to open at Mall of Georgia on September 17

Smokey Bones Bar & Fire Grill now open, expanding eatery offerings; Paranoia Quest to provide action-packed entertainment, more retailers to join mall roster this fall

BUFORD, Ga. (September 7, 2016) – Breeze into autumn with brand-new apparel and dining options at [Mall of Georgia](#)! Simon, a global leader in retail real estate, announced today the grand opening of [Von Maur](#) will take place on **September 17**. The high-end retailer will offer an outstanding selection of brand name and specialty apparel, shoes, accessories and gifts. The highly anticipated two-level, 165,000-square-foot department store will anchor the center and feature products from leading brands such as Brahmin, Lagos, Southern Tide, Bobbi Brown and Joseph Ribkoff, among many others.

The von Maur family opened its first store in 1887 in Davenport, Iowa. Today, 31 Von Maur stores are scattered across 14 states including Alabama, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, New York, Ohio and Oklahoma; and still expanding. The high-end retailer also operates a 120,000-square-foot e-commerce facility that drives its successful online business at vonmaur.com.

“Since we first announced Von Maur at Mall of Georgia, we’ve heard nothing but positive feedback from the Gwinnett community,” said Teresa Holloway, Mall of Georgia director of marketing. “Von Maur’s extensive list of popular brands will provide guests with an elevated shopping experience and further distinguish Mall of Georgia as a leader in the Atlanta market and within the retail industry.”

In addition to Von Maur, **Smokey Bones Bar & Fire Grill** is now open in The Village, blazing the path for soon-to-open eateries **Red Robin Gourmet Burgers and Brews** and **Charley’s Philly Steaks**. **Paranoia Quest** and **ThinkGeek** are also set to join the ranks later this fall to add to the mall’s vibrant mix of retail and entertainment options. These new offerings will join recently opened **Aerie** while existing retailers **Cinnabon** and **AT&T** relocate within the mall. Each of these fresh storefronts will further enhance the appealing roster at the Southeast’s premier family and shopping destination.

[Smokey Bones Bar & Fire Grill](#) offers diners food, drinks and fun. With two other locations in the greater Atlanta area, the restaurant is known for its signature Smoked Wings, Fall off the Bone Baby Back Ribs, Pulled Pork and Build Your Own Burgers with over 35 toppings. The 7,401-square-foot restaurant is located next to Tin Lizzy’s Cantina in the Village and also features patio seating.

[Red Robin Gourmet Burgers and Brews](#) is the Gourmet Burger Authority™, famous for serving more than two dozen craveable, high-quality burgers with Bottomless Steak Fries® in a fun environment welcoming to guests of all ages. Whether it’s family dining with kids, adults grabbing a drink at the bar or teens enjoying a meal, Red Robin offers an unparalleled experience for its guests. In addition to its many burger offerings, Red Robin serves a wide variety of salads, soups, appetizers, entrees, desserts and signature beverages. Red Robin

also offers a variety of options behind the bar, including its extensive selection of local and regional beers, and innovative adult beer shakes and cocktails. The 4,500-square-foot restaurant will open this fall and be located on the upper level of the mall at the Marquis Entrance.

The submarine sandwich purveyor [Charley's Philly Steaks](#) will offer diners its classic grilled-to-order Philly Cheese Steaks, along with gourmet fries smothered in a choice of toppings and refreshing natural lemonades. Set to open in September, the eatery will be located in the Food Court.

Shoppers looking to squeeze in action-packed entertainment will soon enjoy the live room escape game [Paranoia Quest](#). In this heart-pounding race against the clock, teams will work together to crack codes, find clues and solve puzzles in this locked multi-room labyrinth designed to promote imagination, leadership, team work and fun. The 6,168-square-foot space will open this fall and be located in the Village next to Smokey Bones Bar & Fire Grill.

Popular e-tailer [ThinkGeek](#) will offer shoppers a wide selection of pop culture and collectible items including movies, games, books, toys, trading cards, music and more at its first brick-and-mortar storefront in Georgia. Slated to open in early October, the 2,128-square foot-space will be located on the mall's lower level between Belk and the Food Court.

To complete Mall of Georgia's fall updates, [Cinnabon](#) and [AT&T](#) will relocate to new locations within the mall. Expanding two of its current kiosks, AT&T will move to a storefront location on the lower level near Macy's. Cinnabon will also relocate to the lower level near JCPenney. The bakery features signature cinnamon rolls and other baked goods for shoppers in need of a sweet treat pit stop. These new additions will join the recently announced **Aliño Pizzeria**, which is set to open in the coming months. Aliño Pizzeria, a true Neapolitan pizzeria with techniques and ingredients pulled from the best of Italy, will debut its 6,209-square-foot space this month in the Village next to Chico's.

About Mall of Georgia

Mall of Georgia, the largest mall in the Southeast, features more than 200 stores, including anchors Von Maur (coming fall 2016), Belk, Dillard's, JCPenney and Macy's. "The Georgia Walk" through the mall features murals, artifacts, displays and themed courtyards showcasing state history and heritage. Various dining options provide an assortment of flavors and cuisine from casual eateries to fine dining restaurants, including Marlow's Tavern, Tin Lizzy's Cantina, P.F. Chang's China Bistro, The Cheesecake Factory and more. For entertainment offerings, shoppers can also enjoy the Regal Cinema 20 & IMAX, a 20-screen, 3-D Imax theatre located on the third level, and The Village Pavilion, an outdoor, 500-seat amphitheater located in The Village. For a mall map, store listings, directions, mall events and job listings, please visit www.simon.com/mallofgeorgia. Connect with Mall of Georgia on facebook.com/MallofGeorgia, twitter.com/ShopMallofGA and instagram.com/shopmallofga.

About Simon

Simon is a global leader in retail real estate ownership, management and development and an S&P100 company (Simon Property Group, NYSE:SPG). Our industry-leading retail properties and investments across North America, Europe and Asia provide shopping experiences for millions of consumers every day and generate billions in annual retail sales. For more information, visit simon.com.

###