



Contact:
Jennifer Walker
BRAVE Public Relations
404.233.3993
jwalker@bravepublicrelations.com

FOR IMMEDIATE RELEASE

ThinkGeek to open first Cobb County storefront in Town Center at Cobb

*Kennesaw shopping center also welcomes City Gear, Primetime Barbershop,
Mr. DooDads and Custom Alterations*

Kennesaw, Ga. (March XX, 2017) — With spring in the air and the new season on the horizon, Kennesaw's premier shopping destination **Town Center at Cobb** welcomes several new store openings. Simon, a global leader in retail real estate, today announces that **ThinkGeek** and **Elle Et Lui Shoes** will join the center this spring. These brands join dozens more, including recently opened stores **City Gear**, **Waikiki**, **Mr. DooDads** and **Custom Alterations**, as well as a new **Proactiv** vending machine.

COMING SOON

Popular e-tailer **ThinkGeek** is coming to Kennesaw with a Cobb County exclusive brick-and-mortar storefront. Slated to open in early April, the shop will be located on the mall's Upper Level Sears Wing, next to Bath & Body Works. ThinkGeek will offer customers a wide selection of pop culture and collectible items including movies, games, books, toys, trading cards, music and more.

Opening this spring next to Journey's, **Elle Et Lui Shoes** will sell women's and children's shoes. Shoppers in need of a haircut will be able to visit **Primetime Barbershop**, opening soon on the Lower Level Sears Wing next to College Station next to the mall entrance.

NOW OPEN

Popular clothing store **City Gear** is now open on the Upper Level Belk Wing next to Rue 21. Shoppers can find the athletic fashion brands they love, like Adidas, Jordan, K-Swiss and more.

For shoppers in need of specialty gifts, cards and home decor, **Mr. DooDads** is the ideal destination. This new store also offers a selection of gourmet foods and even giftwrap, making it a one-stop-shop for all gifting needs. Mr. DooDads is located on the Upper Level Macy's wing next to Gymboree.

Waikiki offers shoppers a variety of women's and children's clothing, accessories and gifts. Located on the Lower Level Belk wing next to Express, Waikiki brings a tropical sensation to Town Center at Cobb just in time for spring's warm weather.

Custom Alterations is easily accessible for Atlanta-area residents who need trustworthy alterations with an easy pickup and drop-off entry. Located right inside the mall entrance, Custom Alterations can be found next to LensCrafters on the Upper Level JCPenney wing.

Due to customer demand, Town Center at Cobb has also added a **Proactiv vending machine** on the Lower Level Belk Wing, near Piercing Pagoda. Shoppers now have a convenient way to purchase all of their favorite Proactiv products without waiting for delivery.

About Town Center at Cobb

Town Center at Cobb features over 175 stores including anchors Macy's, Macy's Men's & Furniture Gallery, Belk, Sears and JCPenney. The mall is also home to a variety of specialty stores ranging from fashion-forward shops such as Francesca's Collections, H&M, Sephora and Swarovski to celebrated favorites like Build-A-Bear Workshop, Victoria's Secret and Pandora. Town Center at Cobb regularly hosts community events including Simon Kidgits Club. For a map and store listings, as well as directions, events and job listings, visit simon.com/towncenteratcobb or call 770-424-9486. Connect with Town Center at Cobb on Facebook (facebook.com/TownCenterAtCobb), Twitter (twitter.com/TownCtratCobb) and Instagram (instagram.com/townctratcobb).

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 sales. For more information, visit simon.com.

###