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FOR IMMEDIATE RELEASE
Contact: Nanette Pageau, 520-885-9009

**MOVIE THEATER PLANNED FOR ORO VALLEY MARKETPLACE
Will help generate critical sales tax revenue for Oro Valley**

Vestar, the developer of the Oro Valley Marketplace, announced today that it plans to anchor the 100-acre, open-air shopping, dining and entertainment plaza with a multi-screen movie theater. It would be Oro Valley's first movie complex. Negotiations with potential movie theater operators are underway. An announcement concerning the selected future operator is likely in the next several months.

Throughout the Oro Valley Marketplace public outreach process that began in January of this year, citizens of Oro Valley made numerous comments about the need for retail conveniences in the Town. By far, the most common request was for a movie theater.

The Marketplace's movie theaters will be a critical element in attracting shoppers and keeping more critical sales tax revenue in Oro Valley. The Town is one of the few in Arizona without a municipal property tax so creating strong sales tax revenues is even more essential for properly funding public safety programs, parks and other community services. At present, many Oro Valley shopping dollars are being spent outside of the Town in places like Tucson, Marana, and Pinal County. Per capita, sales tax receipts in Marana significantly outpace those in Oro Valley, for example. Over twenty years and even after the potential tax incentives generated only by the project itself, Oro Valley

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Marketplace is expected to produce approximately \$65 million for town coffers. At present, the proposed site of Oro Valley Marketplace is vacant, providing no tax revenue for Oro Valley.

Oro Valley Marketplace is a proposed single-story open-air shopping center with 800,000 square feet of shops, restaurants and movie theaters and is planned as an attractive and diverse retail environment, creating a destination center for Oro Valley residents, as well as added convenience for the community's residents. It is proposed for the southwest corner of Oracle Road and Tangerine Road.

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