

Press-release

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Opening Ceremony of RIO Shopping Centre in Leninsky Prospekt by Tashir Group

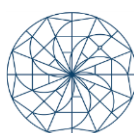
The opening ceremony of RIO shopping centre in Leninsky Prospekt will take place on September 14th. Tashir Group is its investor, constructor and consultant. The new shopping centre has become an outlet for 'first runs' from the Russian and international retail industry. A number of new brands (new both for the RIO chain and for the Russian market) were presented in RIO in Leninsky Prospekt. Several well-known retail chains have opened their new concept stores in this shopping centre. RIO centre in Leninsky Prospekt features around 140 tenants. The total area of the site is 75,000 m². Tashir Group has invested 5 million roubles into the centre.

RIO in Leninsky Prospekt features distinct advantages, such as unique location, vehicle access, architectural concept and a well-designed zoning plan. This centre stands apart from other RIO's by a new concept of insular structures: the insular points are exclusively designed based on the general concept and interior solutions as well as considering the individual characteristics of every tenant.

The new centre's unparalleled interior features creative advertising structures. Four huge LED spheres (2-3 meters in diameter) are suspended from the glass ceiling. Information projected by the glowing spheres attracts the attention of shoppers from every angle.

The anchor tenants of the new shopping centre are: Zeleny Perekrestok premium supermarket that sells both basic convenience goods and the best delicacies from all over the world; M.Video household appliance and electronics store that has opened in RIO for the first time in a new format, focusing on a cosy home atmosphere, service and eco-friendliness; Cinema Star with eight screens, two cinema bars and a children's playroom. Among other anchor tenants, one can name fashion stores of major retail brands, like H&M, Reserved, Snezhnaya Koroleva, Lady&Gentleman, Gloria Jeans.

The first Russian flagship store of the world famous design and interior Riviera Maison brand will open in RIO Leninsky Prospekt.



The first Russian ABSORBIA store will also open here. It is the leading European brand of children's clothing, founded in 1949, being a part of ZANNIER GROUP Holding, one of the worldwide leaders in production and sales of underwear and clothing for children. Its multi-brand retail chain features over 450 shops worldwide.

The new brands include APM Monaco, Outfit, Ice Shop (concept of famous Belgian Ice Watch + Respublika), Pynkiss, and Passin Bar.

Among the tenants to open their stores in a new format are Salita fashion and shoes store (the first one in the chain of these shopping centres), the first Black Star flagship store (young fashion) as well as a Carlo Pazolini shoe shop that has expanded its product line with accessories.

The restaurant concept of the shopping centre deserves special attention. It is developed to please real connoisseurs of fine cuisine, and boasts restaurants of the best Russian and Western chains. These restaurants offer remarkable novelties as well: the first Che? Harcho! in Moscow and Café "Smile" by caterer Alexander Zaturinsky; and Italian pizzeria Bocconcino.

Noodle House opens in Russia for the first time; its Southeast Asian cuisine is presented in a casual dining style. Noodle House restaurant chain was founded by Jumeirah Group; it features around 17 restaurants in the Middle East, and has now opened its first restaurant in Moscow, in RIO Leninsky Prospekt.

Sarkis Karapetyan, vice-president of Tashir Group: "Tashir Group is happy to announce a new flagship project, enjoying exceptional climate and atmosphere. We have tried hard to turn RIO Leninsky Prospekt into a shopping centre for the new generation that will meet high demands and measure up to exacting world-class standards. Convenient location, vehicle access, various shopping and entertainment opportunities, and most importantly international brands that are new for Russia should make it a bright and interesting experience for our visitors. RIO chain of shopping centres has become recognized among our customers long ago, and hopefully the launch of a new centre will strengthen Tashir's credibility as a leading developer of commercial real estate."

RIO Leninsky Prospekt is the 27th functional shopping centre by Tashir. It is intended to become both a great shopping experience and an excellent leisure venue for visitors of any age.

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