



Boston Mayor Thomas M. Menino Celebrates Fashion Icon LouisBoston's Trend-Setting Announcement to Relocate to the Boston Waterfront

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Luxury Retailer Inks Deal with Fan Pier Development LLC to Occupy 20,000 SF of

Retail Space on Water's Edge

BOSTON--(Business Wire)--

Boston Mayor Thomas M. Menino enthusiastically confirmed today that

LouisBoston

plans to occupy approximately 20,000 SF of space at Fan Pier in Boston. A letter

of intent [LOI] was recently signed by Joseph F. Fallon, President and CEO of The Fallon Company, and Debi Greenberg, owner of LouisBoston. It's the second major announcement made public within thirty days for the mixed-use waterfront

site. Last month, The Fallon Company announced that the global law firm of Fish

& Richardson signed a lease for 124,000 SF at ONE Marina Park Drive, the 18-story, GOLD LEED-certified, class-A office building scheduled for completion

in early 2010. Along the same timeframe, LouisBoston is expected to open its doors and windows [to capitalize on some of most breathtaking views in

Boston]

in Spring 2010.

The LouisBoston relocation was revealed at a press conference held at Fan Pier's

Marketing Center, directly on the waterfront. Says Menino, "If anyone ever doubted the growth and potential that our magnificent waterfront possesses, today certainly proves all naysayers wrong. Thanks to developers like Joe Fallon, our waterfront has established itself as one of the most exciting places

to live, work, shop and dine in Boston. The vision that both Joe and Debi Greenberg share brings Fan Pier and the city of Boston a truly world-class, retail brand for shopping and dining on the waterfront."

Debi Greenberg echoes the Mayor's enthusiasm: "Ever since the completion of the

Big Dig, I knew I wanted to be by the water. And when I saw what Joe Fallon was

doing here at Fan Pier, and the caliber of tenants he was looking to attract,

I

knew I wanted to be a part of this new neighborhood in the city. We can't wait

to begin our next adventure with LouisBoston here in our new home on the waterfront."

LouisBoston, long recognized for its cutting edge fashions and distinctive home goods culled from designers and showrooms all around the world, will occupy a two-level, custom-designed structure situated directly on the water. The retail space is being designed by New York-based Stedila Design, Inc. in conjunction with George Schnee of Schnee Architects of Newton, MA. Stedila Design has worked with Greenberg and her LouisBoston team since 1984. Tim Button, a partner with Stedila Design, Inc. has always understood the philosophy behind each Louis store and designed an environment that reflects Louis' innovative and cutting-edge customer base.

Button, along with fellow designer Jonathan Parisen, is collaborating with Greenberg to make the new waterfront address a modernist form that will frame the waterfront and its views, yet complement the landscape, allowing the merchandise and services to take center stage.

Greenberg's design vision is to "see their collections all on one floor, with their merchandise thoughtfully displayed away from the walls. This will allow plenty of natural light to flood into our space and provide a level of warmth that we want our guests to feel the moment they walk through the door. The instinctual pull to the waterfront when you enter will also offer a respite for our clients."

Joe Fallon is equally excited about LouisBoston's opening at Fan Pier. "LouisBoston, with its incredible Boston history, is the type of retail tenant we've been searching for. Their level of energy, sophistication and forward-looking elegance will complement the other mixed uses we have planned for Fan Pier."

Greenberg says she expects all of the services associated with the LouisBoston brand to accompany her to the waterfront, including the salon services offered by Boston's premier stylist Mario Russo, who has built a grooming empire that includes two Back Bay locations and a location at Vermont's highly-acclaimed Stowe Mountain Lodge in Stowe, Vermont.

In addition to LouisBoston's opening, a second retail structure is also planned for Fan Pier. "Plans for that space will be shared in the future, and the news will be as exciting as today's announcement about LouisBoston," promises Fallon.

About Fan Pier:

Fan Pier is a three million square foot, mixed-use project situated directly on 21-waterfront acres overlooking Boston Harbor. The project includes three office buildings, including ONE Marina Park Drive, a five-star hotel, spa, restaurants, retail and luxury residential buildings. A six-acre, deep water marina, a public park, and the continuation of the Harbor Walk are all at various stages of completion. Fan Pier is being developed by The Fallon Company with financial partners Massachusetts Mutual Life Insurance Company and Cornerstone Real Estate Advisers LLC. For more information about Fan Pier, please visit www.fanpierboston.com or call 617.737.4100.

About LouisBoston:

Founded in the 1880s by Louis Pearlstein, LouisBoston is unlike any fashion retailer in the industry - a Boston-based, family owned and operated business with an international reputation for an unrivaled and unflagging dedication to selling the finest clothing in the world. Representing the fourth generation of the Pearlstein family, owner Debi Greenberg, curates all merchandise with a singular vision for quality, exclusivity and design. Every facet of the store showcases her eye for talent, artistry and innovation - from the finely cut suits of Brioni and Gianluca Isaia to the threads of breakout designer Alexander Wang. Extending style well beyond clothing, LouisBoston is a trailblazer in accessories, home décor, and music and home to the award-winning Salon Mario Russo. After twenty years in the New England Museum of Natural History, LouisBoston is excited to move to a new Boston locale in 2010 and, once again, set a new standard for the retail experience. For more information about LouisBoston, please visit www.louisboston.com or call 617.262.6100