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FOR IMMEDIATE RELEASE

Northline Commons changing the face of the community *Families to get a new look at the Houston Latino Book & Family Festival*

September 25, 2007—Northline Commons is changing the face of the community, and thousands of families will share in the excitement this weekend at the Houston Latino Book and Family Festival.

Northline Mall opened nearly 45 years ago as one of Houston's premier weather-controlled malls. It soon will become the bayou city's newest urban, open-air shopping destinations.

As the new Northline Commons shopping center changes its appearance, officials from Northline will help children at the Houston Latino Book and Family Festival get their own new look by having their faces painted.

Children and their families are invited to get their faces painted at Northline Commons' booth from 10 a.m. – 6 p.m. on Saturday, September 29 and Sunday, September 30. The Houston Latino Book and Family Festival will be held at the George R. Brown Convention Center located at 1001 Avenida Las Americas, 77010.

Festival attendees also will get balloons and a first look at a rendering of what the new Northline shopping center will look like upon complete transformation. The 1960's shopping mall is being replaced with a contemporary and more popular, open-air commons center. At the new Northline, they can eat, shop, bank, and even get their hair cut all in one place. Popular stores such as Ross and Marshall's will join veteran tenants such as Palais Royal, Melrose, and Footaction at Northline. Specialty stores such as Conn's and Office Depot will move in, while other existing occupants, including Pappa's BBQ, Washington Mutual, and others, remain open.

"Families have so much to juggle, and there are so many more things they'd prefer to spend their limited time doing, like spending the day together at a reading and family festival, rather than driving around the whole day running errands," said Rebecca Victor, Northline Commons' general manager. "We're responding to this desire for convenience—for shopping smart."

The mall's renovation is well underway at its site just north of downtown. The retail center is open for shoppers but will be completely transformed into the new Northline Commons center for the fall of 2008. Bright lights for the parking lot, bricked walkways, and landscaping all have been added to the urban-friendly center. Shoppers already are filling stores that moved out to the open air.

Northline Commons is located at 4400 North Freeway, 77022 on the corner of Crosstimbers and I-45.

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