



destiny usa

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**A Very Different Reason to Go To The “Mall”
Syracuse, NY based property defies shopping center standards and transforms to
national destination**

Syracuse, NY- Are you looking to plan a trip later this year to a destination that can offer you national restaurants, regional entertainment, and endless hours of fun for your whole family? Want to try your hand at racing an Italian-made specialty go-kart, or see a first-run 3D movie in a stadium seating IMAX theatre, after eating at the newest location of P.F Changs, Cantina Laredo, or Gordon Biersch?

And maybe you’ll even decide to do a little shopping while you’re there at more than 200 different types of brand name stores. Brands such as Saks off 5th, Michael Kors, Guess, and Salvatore Ferragamo.

You might think you’ll need to find a coastal resort town with multiple venues to find all of these entities – and more – in one city, let alone under one roof.

Think again.

Destiny USA, a 2.4 million square foot super regional shopping center made up of the original 1.5 million sq. ft. Carousel Center and now including a LEED® Gold certified 850,000 sq. ft. state-of-the art expansion, is making its debut in Syracuse, New York this spring, with a rebranding and grand opening celebration scheduled for August 2nd. And it’s all going to be here – luxury outlets, company stores, off-price retail, traditional anchors and mall shops that provide something for everyone.

But it’s the first class entertainment and dining that is the real differentiator. This is far from the local shopping mall you’ve been used to visiting. There’s even a nightlife scene in addition to the family entertainment venues on the unique third floor of the complex with Toby Keith’s *I Love This Bar & Grill* or AJA for music and dancing. And more tenants are still signing up every week. This mix of tenants – and their dedicated location on the upper level of the mall – cannot be found anywhere else in the United States.

“This property will be unique in every way,” said David Aitken, a member of the Destiny USA executive team. “We are creating a one-of-a-kind destination where visitors will come from

throughout New York State, Pennsylvania, Canada and beyond to spend a day or more experiencing a whole lot more than just shopping.”

Destiny USA is located at the crossroads of Interstates 90 and 81 in Syracuse, New York. The super regional shopping center already attracts 20 million leisure visitors per year. Once fully operational, more than 29 million visitors are expected per year, which will make Destiny USA the 2nd most visited enclosed shopping center in the United States, according to *Travel & Leisure* magazine (December 2011).

The property will also help support 60 million tourists who visit New York State each year, and who spend nearly \$50 billion annually; making tourism the #2 industry in New York.

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About Syracuse, New York

Located in the heart of New York State at the crossroads of two major interstate highways, Syracuse is within a 350-mile radius of every major city in the northeast. Home to four unique seasons, Central New York features more than 50 state, county and city parks providing the perfect landscape for a variety of outdoor activities such as hiking, biking, swimming and golfing to snowshoeing, ice fishing, skiing, snowmobiling and more. The area is thriving with businesses, nationally acclaimed restaurants, attractions, and museums. Syracuse is recognized as a city of endless festivals ranging from the largest free jazz festival in the Northeast to the Great New York State Fair. For a complete list of events and more information on Syracuse, New York, go to www.VisitSyracuse.org.

About Destiny USA

Destiny USA is a new 2.4 million square foot destination that includes Carousel Center, a dominant super regional shopping center already attracting 20 million annual visits. The new expansion will mix all types of retail including luxury outlet tenants, restaurants and entertainment. The facility will feature some stores opening this Spring, along with a rebranding and grand opening celebration on August 2, 2012. A stunning three-story glass atrium will provide perfect weather year round. This exciting destination is designed to attract tourists from throughout the U.S. and Canada, destination shoppers and extend the draw of regional visitors well beyond a typical trade area. Oxford Economics has projected an annual visitation of over 29 million after the first phase of development is complete, making it the second most visited shopping center in the country, according to *Travel and Leisure* magazine. It is the largest LEED® Gold certified retail commercial building in the country. 1,600 full time jobs will also be created.