



CORNER

THE MARKET.

THEN SAMPLE IT,
WRAP IT,
AND HANG IT.



BREAKING THROUGH THE CLUTTER

GLIMCHER MALLS OFFER A VARIETY OF UNEXPECTED AND EYE-CATCHING PLACES TO ADVERTISE YOUR PRODUCT, LOGO OR BRAND.

Put your message on food court tables, posters, banners, column wraps, escalator wraps, strollers, stairways, and much more. Glimcher can help you identify just the right way to capture your customers' attention and their business.

“ Milligan’s exposure at The Mall at Johnson City has given us increased visibility with a broad audience of community people. It’s helped us keep our name in the forefront and provided an easy location for people to be able to pick up information about the college. ”

- Lee Fierbaugh, Vice President for Marketing Communications at Milligan College



Glimcher malls offer integrated opportunities both inside and outside its properties, providing a variety of creative ways to present your message to customers before, during and after their shopping experience.

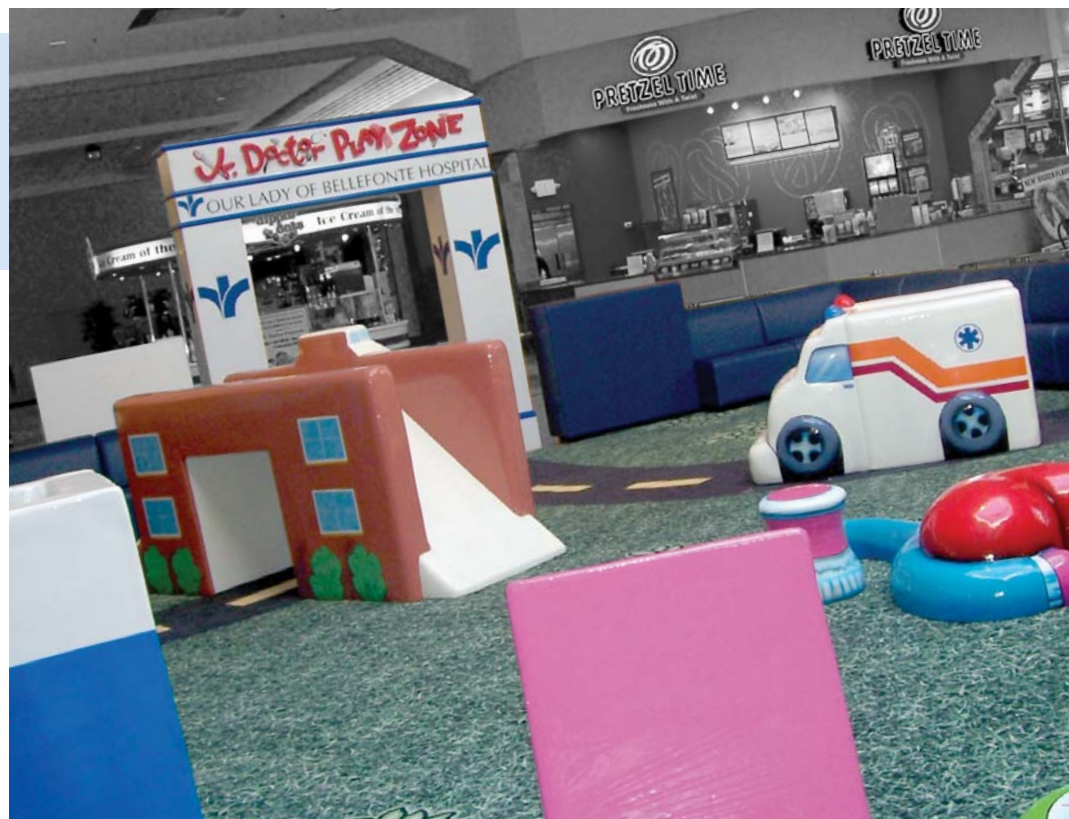
Left to right:
 Hanging Banners
 Column Wraps
 Door Clings
 Product Display



Themed play areas make a bold statement and grab the attention of every mall guest. This is a fun and highly effective way to reach families with children.

“ Our Lady of Bellefonte Hospital loves being a partner with Ashland Town Center on the play area. The play area is a huge hit with children and their parents. The children love to bounce off the stethoscope, slide down the hospital slide and climb on the ambulance. I love that it has given our hospital a greater presence at the mall while allowing us to encourage physical activity for youth. ”

- Angela Wells-Coburn,
 OLBH Director of Marketing



AN EXCITING ALTERNATIVE

TO TRADITIONAL ADVERTISING

THE MALL SETTING IS ONE OF THE MOST EFFECTIVE WAYS TO CAPTURE THE ATTENTION OF NEW CUSTOMERS.

Today's consumers are tuning out traditional media messages as they become increasingly savvy about where their attention goes. But mall shoppers are engaged customers eager to learn about new products, the latest styles and great ideas like yours.

COMPARED TO TRADITIONAL MEDIA, MALL ADVERTISING AND SPONSORSHIPS ARE:

INTERACTIVE

Unlike print ads, sponsorships provide opportunities for dialogue.

EMOTIONAL

Sponsorships tap into events, places and passionate causes.

RELEVANT

Your message reaches people in a place where they have chosen to be.

IMMERSIVE

Mall marketing offers multiple touch points and delivery options.

EFFICIENT

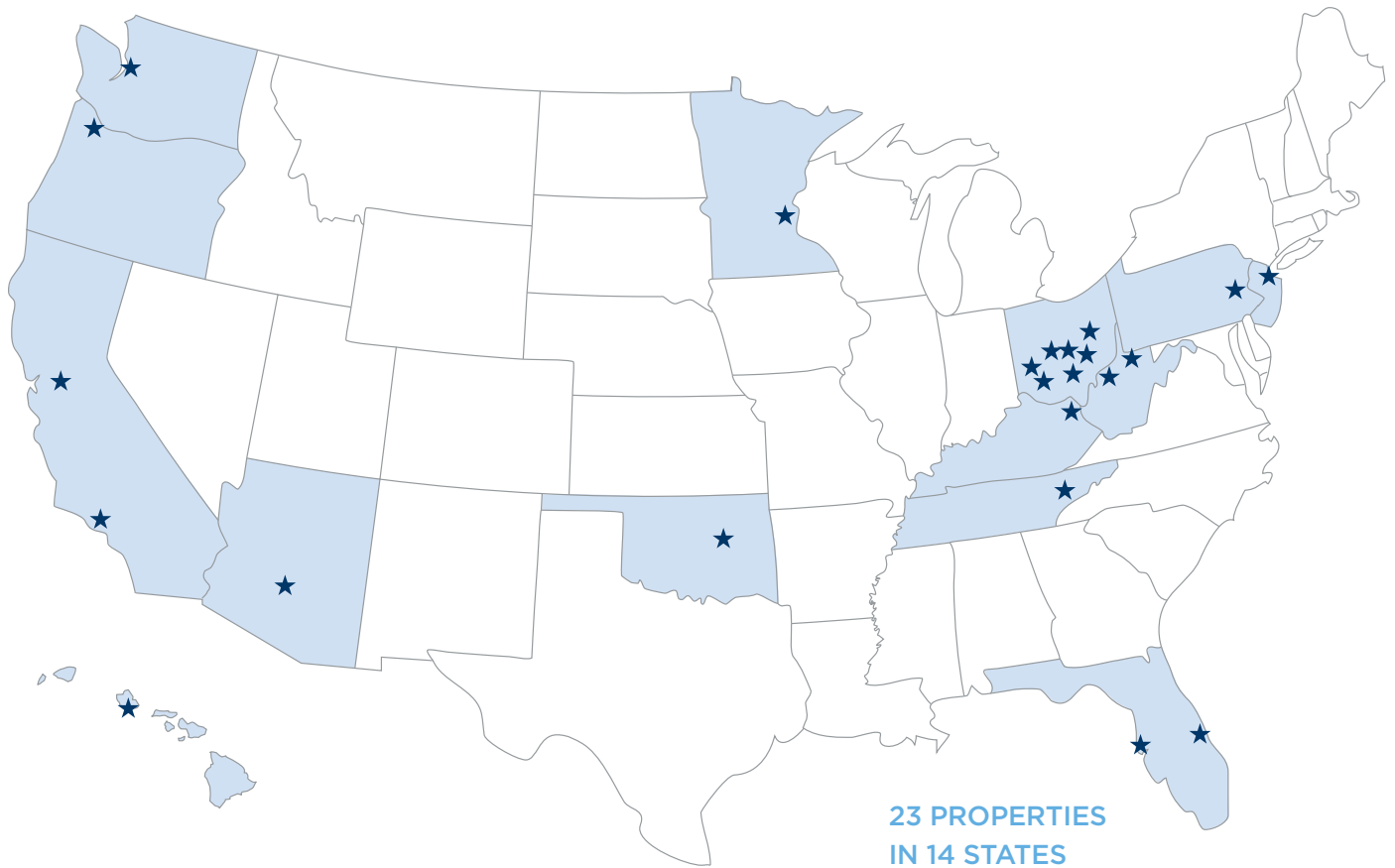
The cost per impression is lower, but each one is more valuable.

With the costs of traditional advertising on the rise (and readership and ratings declining), malls offer the most exciting, cost-effective opportunities to promote your business.

“ We have received more positive comments on the play area and have found it to be a very effective marketing tool. We feel our marketing dollars have been invested wisely by choosing this nontraditional way of promoting our company. ”

- Thomas E. Buck, SVP, The Community Bank





GLIMCHER MALL PORTFOLIO - NEARLY 180 MILLION SHOPPERS ANNUALLY

Ashland Town Center
Ashland, KY

Colonial Park Mall
Harrisburg, PA

Dayton Mall
Dayton, OH

Eastland Mall
Columbus, OH

Grand Central Mall
Parkersburg/
Vienna, WV

Indian Mound Mall
Newark/Heath, OH

Jersey Gardens
Elizabeth, NJ

Lloyd Center
Portland, OR

**The Mall at
Fairfield Commons**
Beavercreek, OH

**The Mall at
Johnson City**
Johnson City, TN

Merritt Square Mall
Merritt Island, FL

Morgantown Mall
Morgantown, WV

New Towne Mall
New Philadelphia, OH

Northtown Mall
Blaine, MN

Pearlridge Center
Aiea, HI

Polaris Fashion Place
Columbus, OH

Puente Hills Mall
City of Industry, CA

River Valley Mall
Lancaster, OH

Scottsdale Quarter
Scottsdale, AZ

SuperMall
Auburn, WA

Tulsa Promenade
Tulsa, OK

Weberstown Mall
Stockton, CA

WestShore Plaza
Tampa, FL

YOUR CUSTOMERS ARE SHOPPING AT GLIMCHER

MALLS ARE THE ULTIMATE ONE-STOP SHOP FOR ADVERTISERS

to reach all demographics including families, teens, women and children of all ages, incomes and races. Glimcher malls attract the ideal demographics to promote your business, products or services:

MALL VISITS

94% of adults (18+) visit malls once a month.

Teens make up to 40% more trips to the mall than any other shopper - averaging 52 trips annually.

SPENDING

On average, shoppers spend more than \$71 per visit and 80% of mall shoppers make at least one purchase every visit.



“ East Tennessee State University jumped at the opportunity to reach out into the community by sponsoring the Food Court at The Mall at Johnson City. It’s been a very visible image for the university and has offered us a golden opportunity to reach beyond our campus and touch the greater community we serve. ”

- Dr. Wilsie Bishop, Vice President for Administration ETSU



SPONSORSHIP OPPORTUNITIES

GLIMCHER OFFERS SEVERAL EXCITING SPONSORSHIP OPPORTUNITIES DURING THE BUSIEST SHOPPING SEASONS OF THE YEAR.

MAGICAL NIGHT OF GIVING - COMMUNITY NONPROFIT EVENT

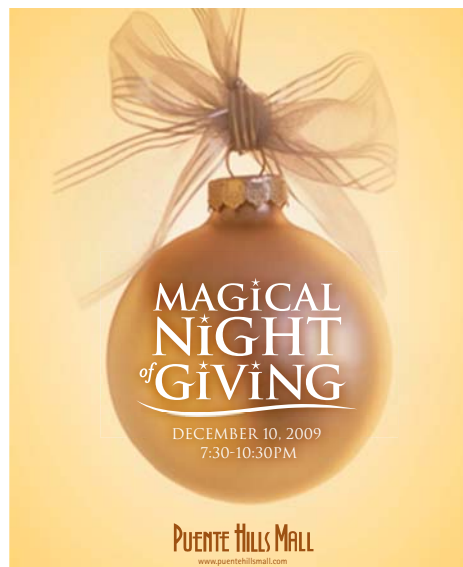
Since 1998, Glimcher malls have raised more than \$7 million during our annual Magical Night of Giving events, a shopping extravaganza that kicks off the holiday season.

Magical features entertainment, prizes and exclusive savings throughout the mall.

Local charities sell tickets to the event and keep 100% of the profits.

Sponsorship opportunities include:

- Newspaper, Web site and radio advertising
- Mall signage: door clings, floor clings, tabletop signs and posters
- Sampling during the event



SPONSORSHIP OPPORTUNITIES, continued



EARNING FOR LEARNING - SCHOOL FUNDRAISING CAMPAIGN

Earning for Learning enables local schools to earn cash prizes by collecting points for every dollar spent by students, families and friends at the Mall.

In 2010, over 5 million points were redeemed throughout all Glimcher malls, representing \$3 million in receipts from participating shoppers.

A total of 1,346 schools participated, and Glimcher awarded \$224,400 in prizes.

Sponsorship opportunities include:

- Any newspaper, Web site and radio advertising
- Mall signage: door clings, floor clings, tabletop signs and posters
- Sampling during the event
- Cross promotion opportunities

MOMTOPIA

Momtopia is our virtual resource for sharing and learning that makes being a Mom a little bit easier. Malls also host various Momtopia events. To see example web content visit:
www.polarisfashionplace.com/go/momtopia/cfm

Sponsorship opportunities include:

- In-mall event sponsor
- Sampling during in-mall Momtopia event
- Momtopia Web page and Mall signage: door clings, floor clings, tabletop signs and posters



FASHION FORUM

Fashion Forum is a personalized and content-driven virtual resource for fashion trends, “hot” items, fun trivia and short surveys.

Sponsorship opportunities include:

- Fashion Forum Web page and Mall signage: door clings, floor clings, tabletop signs and posters



THE BENEFITS OF PARTNERING WITH AN INDUSTRY LEADER



GLIMCHER REALTY TRUST (NYSE: GRT)

is a recognized leader in the ownership, management, acquisition and development of regional and super-regional malls and community shopping centers throughout the United States. Based in Columbus, Ohio, Glimcher operates 23 properties in 14 states with more than 24.5 million square feet of retail space.

Glimcher malls are the ideal place to promote your business. Our portfolio of retail properties is among the best in the industry. With highly desirable demographics, first-class facilities and a dynamic retail mix, our properties attract thousands of smart, savvy shoppers daily.

Partners have included:

Allstate	Qwest Communications
Clearwire	Starbucks - sampling
Coke	State Farm
Comcast	T-Mobile
CW Network	Time Warner Cable
Discover Card	Toyota - Experiential display
Disney on Ice	TV Guide - Experiential display
5/3 Bank	Verizon Wireless
Kodak - Experiential display	Windstream
Nationwide Insurance	
Paramount Pictures	
Pepsi	

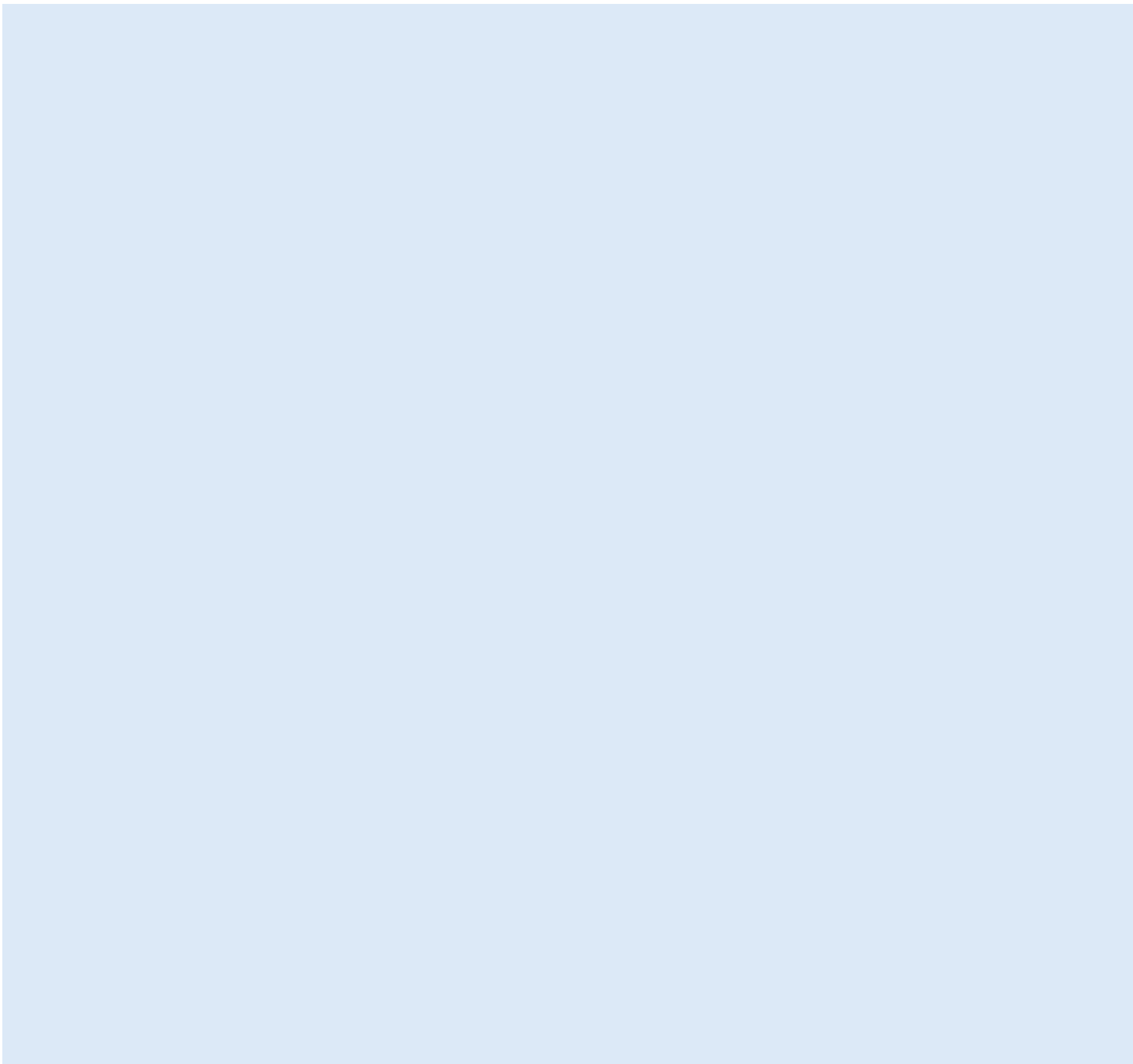
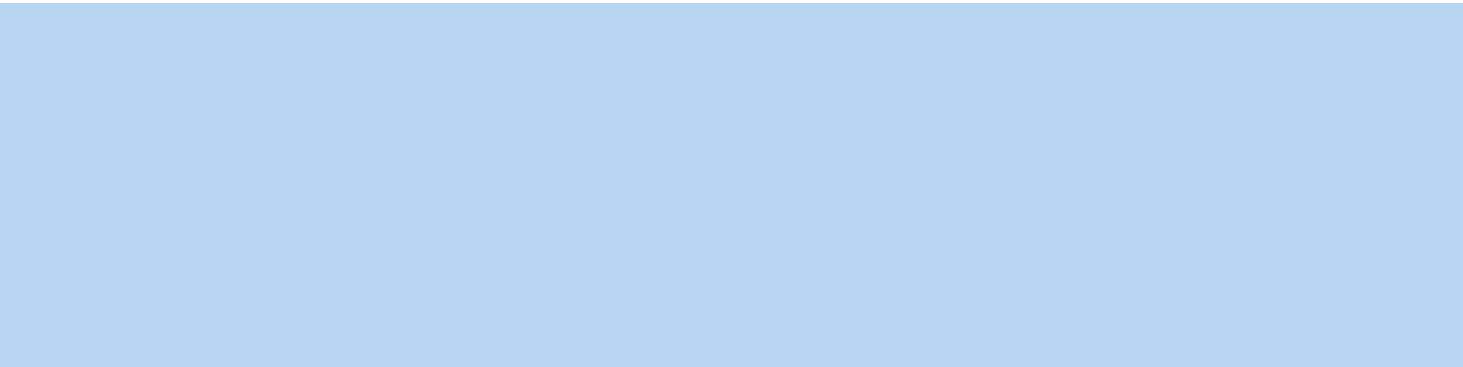
THE POSSIBILITIES ARE
ENDLESS

Glimcher malls provide the ideal environment and endless opportunities to get your message across (and beneath, and overhead, and around.) Call or email us for more information.

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GLIMCHER