



FOR IMMEDIATE RELEASE

**THE CM&R GROUP ANNOUNCES
FULLY EXECUTED LEASE FOR DESIGUAL**

U.S. Expansion Continues for Spanish Fashion Brand Rolling Out Stores Worldwide

Aventura, Fla. May 11, 2010 – The CM&R Group announced today the completion of a fully executed lease for Desigual at upscale Aventura Mall, the region’s leading high-fashion destination. This is the first flagship store in North America for the celebrated Spanish fashion brand, slated to open this month.

With approximately 80 Desigual stores across Spain, the Barcelona-based company’s international expansion has accelerated in recent years, with stores launched and under construction in some of the world’s most well-trafficked high-fashion locations, including Regent Street and Westfield Mall in London, Tauentzienstrasse in Berlin, Kalverstraat in Amsterdam, Las Ramblas in Barcelona, and Place de l’Opera in Paris. The prestigious brand’s long-anticipated opening in its prime Aventura location will advance this trend as Desigual eyes other select North American markets coast to coast.

Desigual has asked The CM&R Group to provide strategic advice and consultation, supporting the brand’s efforts to secure premier retail footing throughout the United States. Headed by industry veterans Cheryl Rose-Mack and Carol Rosenfeld, CM&R specializes in strategic planning and implementation. Its principals have represented more than 35 brands in all stages of retailing — from emerging to expanding and repositioning — and worked with some of the largest multi-branded specialty retailers in North America.

“We are pleased to be working with CM&R as we expand further into the United States,” says Joan Rouras, Real Estate Manager at Desigual’s corporate headquarters in Barcelona. “This is an exciting time for our brand and we look forward to serving our customers from the best retail real estate locations in America.”

In addition to Aventura, Desigual's U.S. expansion to date includes stores now open at the Beverly Center in Los Angeles and Broadway in SoHo, as well as a venue under construction at Fashion Show Mall in Las Vegas.

The Desigual brand, true to its tag line of ‘Atypical Spanish Wear since 1984,’ features distinctively colorful and bold designs. Known for its novelty patchwork looks for men, women, and children of all ages, Desigual is now available in 70 countries.

About The CM&R Group: CM&R offers a proven outsourced solution for managing new and existing retail real estate, with an emphasis on strategic planning and implementation. Our clients include emerging brands establishing their retail profile, international brands expanding in North America, and mature brands in the process of repositioning. CM&R’s integrated services include portfolio management,

market/site analysis and selection, negotiation of all transactional terms, capital allocation and preservation, and due diligence for private equity firms seeking to invest in retail companies.

For media inquiries or interviews, please contact:

Cheryl Rose-Mack, Principal

641 S. 9th Street
Columbus, Ohio 43206

Office: 614.222.6673

Fax: 614.222.6673

Cell: 216.288.4410

Email: cherylrosemack@cmnrgroup.com

Carol Rosenfeld, Principal

226 South Citrus Avenue
Los Angeles, California 90036

Office: 323.934.5419

Fax: 323.934.5421

Cell: 323.447.1544

Email: crosenfeld@cmnrgroup.com

###