



Lenox Square

Atlanta, GA

JCDecaux

Anchor Stores

Bloomingdale's, Neiman Marcus and Macy's

Major Stores

This center features some of the most successful and sophisticated specialty stores in the country. These stores include Abercrombie & Fitch, Anthropologie, Apple Computer, Banana Republic, Betsey Johnson, BCBG Max Azaria, Brooks Brothers, Burberry, BVLGARI, Calvin Klein, Cartier, Club Monaco, Coach, Crate & Barrel, David Yurman, Diesel, French Connection, Guess, J.Crew, Kate Spade, Kenneth Cole, Lacoste, Louis Vuitton, Michael Kors, Nicole Miller, Pottery Barn, Ralph Lauren, Restoration Hardware, Salvatore Ferragamo, Sephora, Tourneau, United Colors of Benetton and Zara. Lenox Square also offers nine sit-down restaurants and a six-screen United Artists Theaters attached to the mall.

Location

This multi-level, enclosed shopping complex is seven miles north of downtown Atlanta in the heart of Buckhead, the trendiest section of the city. Lenox Square, the Southeast's premier shopping experience, is at the intersection of Peachtree and Lenox Roads and it offers easy access from I-85, GA 400 and MARTA, Atlanta's train service. Also, a twenty-story office tower and a 371-room luxury JW Marriott Hotel adjoin Lenox Square mall.

Fast Facts

Average visits per month	2,914,476
Trade area population	1,148,597
Number of stores	198
Size in sq.ft.	1,500,000
Total number of ad faces	128
Shopper Average HHI	\$103,256
DMA Average HHI	\$83,936





Lenox Square

Demographic Information ¹

	Trade Area* 2009	Atlanta MSA 2009
Population	1,208,298	5,040,428
Households	490,319	1,892,033
Average HH Income	\$88,466**	\$86,000

*Lenox Square Mall's trade area reaches 24% of the Atlanta MSA population.
 **2007 National Average HHI \$66,570

Shopping Center Information ³

- On average, shoppers visit Lenox Square 3+ times per month and spend 1 hour and 19 minutes per visit.
- 78% of all shoppers make at least a purchase while at the mall.
- 63% of shoppers come to the mall without a specific purchase in mind and 81% do not have a particular store in mind.
- Shoppers average \$144 per visit and enter 4.3 stores.
- Out of the 33 centers in the Atlanta DMA, Lenox Square ranks second most shopped. ²

General Information

Mall Type: Super Regional Mall
Mall Owner: Simon Property Group
Opening Date: 1959
Renovation Date: 1995
DMA: Atlanta #8
Address: 3393 Peachtree Road, N.E., Atlanta, GA 30326



Shopper Characteristics ²

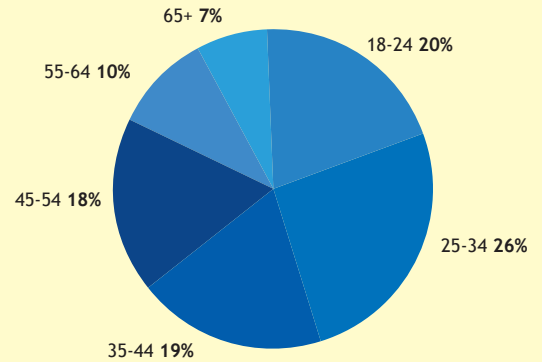
41% of shoppers at Lenox Square are married and 46% have children at home. 49% are in white-collar positions. Also, 67% of Lenox Square shoppers have a college education or graduate education.

Lenox Square shoppers are 48% more likely to have a household income in excess of \$100,000 a year than the average adult in the Atlanta DMA.

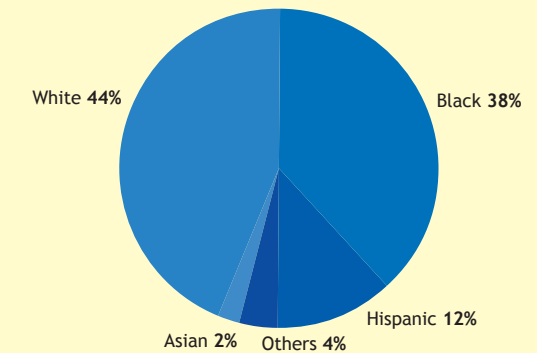
Male 40% Female 60%

Percentage of Shoppers by Age

Average Age: 40



Percentage of Shoppers by Race



Household Income

Lenox Square Shoppers — (Red line)
 Atlanta MSA — (Blue line)

