

*The Legaspi Company*  
THE KEY TO THE HISPANIC RETAIL MARKET

DESERT SKY MALL

ICONIC EPICENTER FOR HISPANIC RETAILING

PHOENIX, AZ



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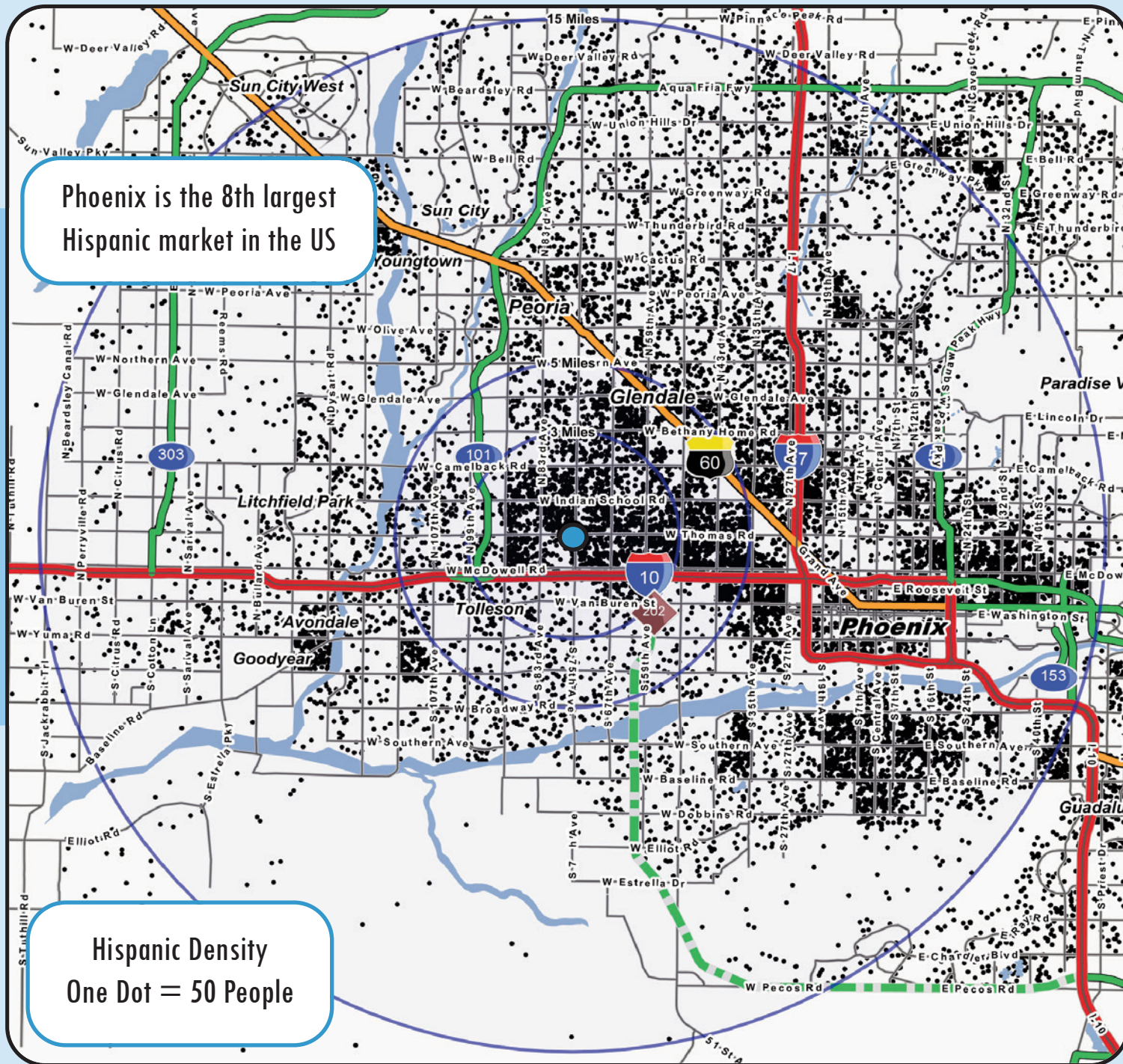
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According to the US Census Bureau, Hispanic Householders spend the most on food at home, apparel and soft goods than any other people.



The metro-area (Phoenix, Mesa, Scottsdale) represents approximately \$21 billion of purchasing power.

TOTAL SQUARE FEET: 892,642  
 MAJOR RETAILERS: Burlington Coat Factory, Dillard's, La Curacao, Sears, Victoria's Secret  
 ENTERTAINMENT: Cinema Latino, Virtual Anchor  
 FOOD COURT: 9 units  
 PROPERTY TYPE: Regional  
 BUILT: 1981  
 RENOVATED: 1993, 2007

2011 ESTIMATE*	3 MILE	5 MILE	10 MILE
TOTAL POPULATION	168,532	360,739	1,094,995
% HISPANIC	72%	68%	53%
AGES 0-17 YEARS	58,770	122,485	327,396
AVG. HH INCOME	\$48,994	\$49,892	\$55,092
HOUSEHOLDS	45,474	101,323	351,261

VEHICLE TRAFFIC COUNTS	2007 DAILY AVERAGE	2007 ANNUAL AVERAGE
MAJOR HIGHWAYS NEAR CENTER		
I-10 @ 75th Avenue	185,000	67,525,000
Loop 101 @ Thomas Road	105,000	38,325,000
ROADS WITH CENTER ENTRANCES		
75th Avenue and Thomas Road	43,500	15,877,500
79th Avenue and Thomas Road	42,400	15,476,000

\*Source: Claritas, Inc.

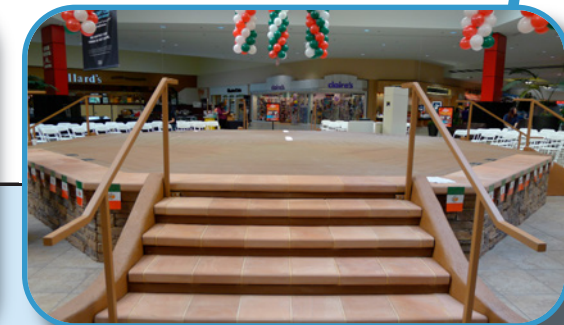
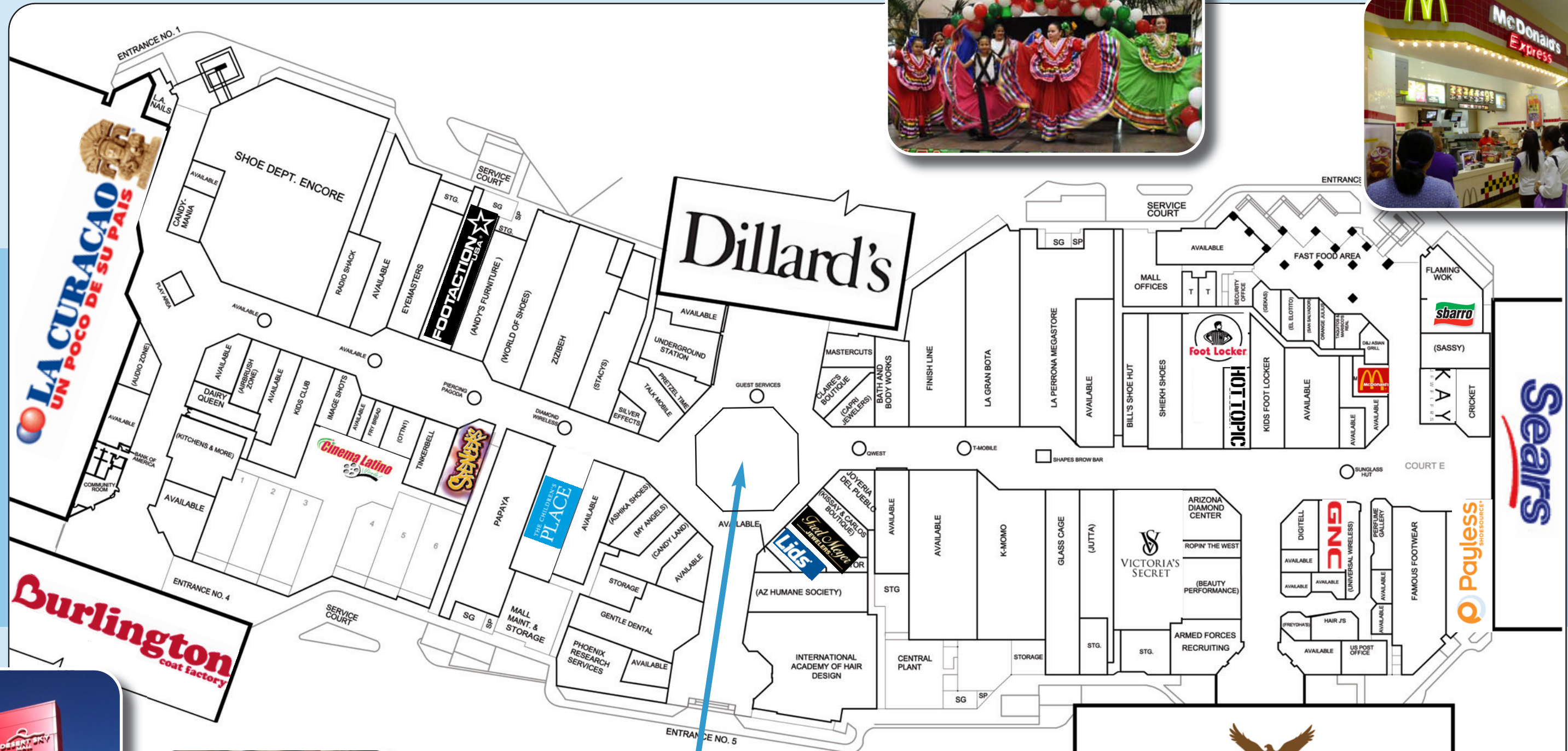
**ABOUT US**

The Legaspi Company ("TLC") is the pioneer in Hispanic retailing.

For over 30 years, TLC has focused its commercial real estate efforts in development, redevelopment, brokerage, landlord & tenant representation and consulting. The company's knowledge in Hispanic demography has enabled it to effectively identify and capitalize on untapped market opportunities and develop projects in urban and Hispanic areas.

TLC's expertise has led REITs, investors and developers to seek the company's assistance as they look to acquire and reposition assets in Hispanic trade areas. Municipal entities have also depended on the company's ability to reposition shopping districts as a means of increasing goods and services within the community. The successes of TLC have caused retailers alike to utilize the company to define and implement their expansion strategies in the Hispanic market.

The belief of The Legaspi Company is that Demography is Destiny – 1 out of every 6 Americans is Hispanic.



**MERCADO de Los Cielos**



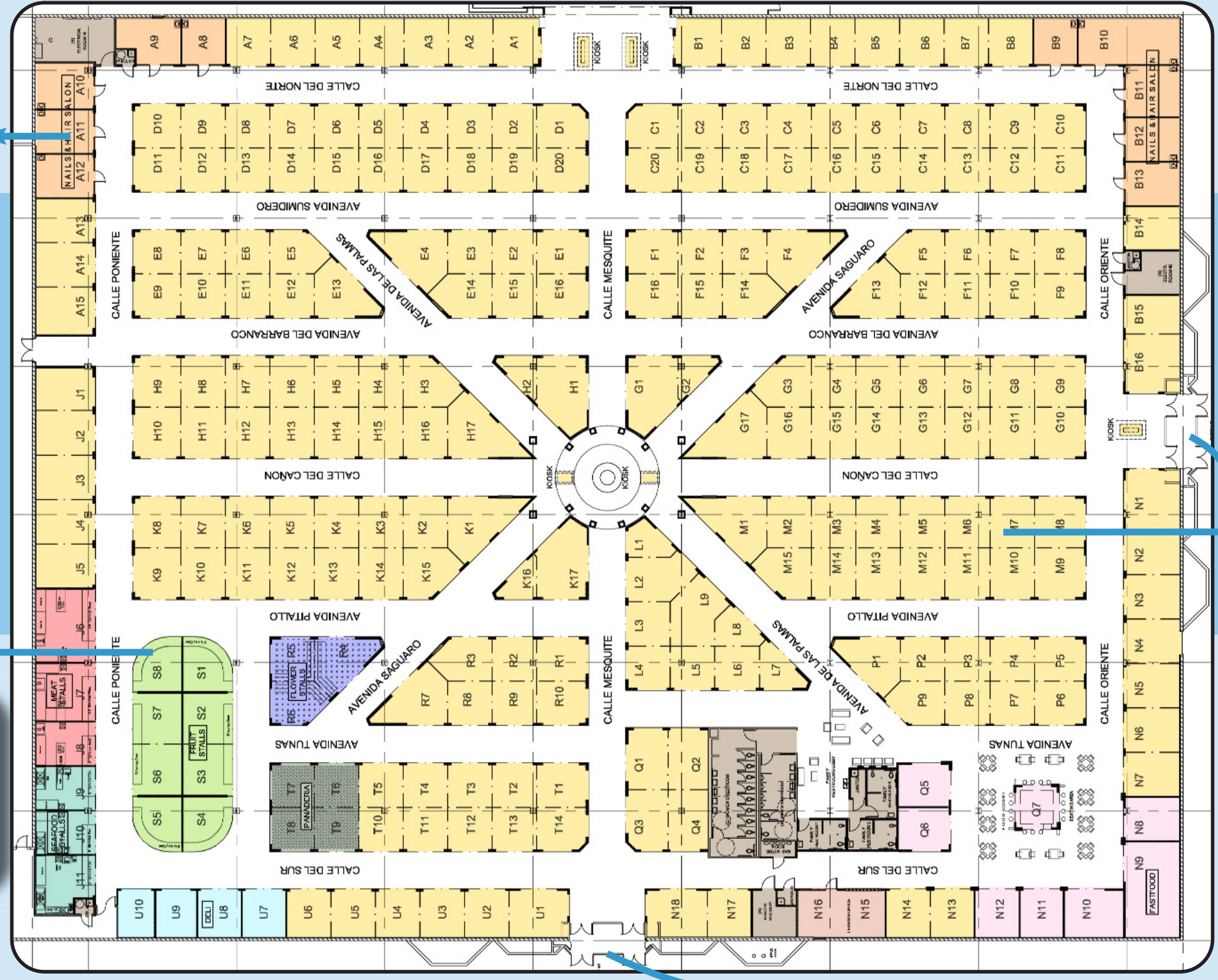
# MERCADO de Los Cielos



Hair salons and barbershops



The Mercado provides a convenient location to buy fresh groceries from local small businesses.



Mall events draw foot traffic and showcase retailer's promotions.



Boutique spaces line many corridors.



The Mercado has exterior accessibility from 2 parking lots.

