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## FOR IMMEDIATE RELEASE

### KGBTEXAS NAMED COMMUNICATIONS AGENCY OF RECORD FOR PARK NORTH

**SAN ANTONIO, September 2, 2010** – Park North, San Antonio's newest shopping, dining and entertainment destination, has selected KGBTexas.communations as its marketing communications agency of record. Park North, a revitalization of the site that was once home to Central Park Mall, spans just over one million square feet anchored by major retailers such as Target, Alamo Drafthouse, and LOL Comedy Club.

KGBTexas will help create and implement a coordinated, sustained marketing and public relations program to effectively communicate the competitive advantages and distinct attributes of Park North to generate awareness and excitement about the property. The integrated communications campaign will leverage the center's prime location and position Park North as one of the city's premier one-stop shopping experiences.

"KGBTexas is our agency because of their reputation of delivering great results for their clients," said Park North Property Manager Mindy Keller. "We chose KGBTexas to develop our brand identity and logo when we first began marketing this property. They know this market very well and we are eager to see how their strategic thinking and creativity work for us."

Park North is a unique shopping, entertainment and dining destination in the heart of North Central San Antonio that offers something for everyone. Park North is home to the recipients of *San Antonio Business Journal's* 2010 Best in Commercial Real Estate: Best Retail Lease award: the new San Antonio Alamo Drafthouse and Laugh Out Loud Comedy Club.

"Park North is located in an area of San Antonio that has been a key destination in the city's retail landscape for decades," said KGBTexas CEO Katie Harvey. "We're excited about the opportunity to help drive traffic to this shopping center as it re-invents itself with a new look, layout and mix of tenants."

Park North joins the roster of other retail and real estate accounts at KGBTexas, including the JW Marriott San Antonio Hill Country Resort & Spa, Cordillera Ranch, Purple Sage Ranch, Koontz McCombs, McDonald's and Walmart.

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#### **About Park North Plaza**

Park North Plaza is a retail project purchased in late 2004 as a redevelopment of a San Antonio icon, Central Park Mall. The project was developed on 45 acres and spans just over 1 million square feet in central San Antonio. Park North is anchored by major retailer, Target® and home to the recipients of *San Antonio Business Journal's* 2010 Best in Commercial Real Estate: Best Retail Lease award winners: the Alamo Drafthouse and Laugh Out Loud Comedy Club. For more information on Park North Plaza, call (210) 366-0008.

#### **About KGBTEXAS .communications**

KGBTexas.communations ([www.kgbtexas.com](http://www.kgbtexas.com)) is an award-winning, full-service strategic communications agency with offices in San Antonio and Houston. In 2010, it was named the largest public relations agency in San Antonio for the sixth consecutive year by the *San Antonio Business Journal*. KGBTexas offers a suite of communication services including public relations, advertising, new / social media, and digital marketing and interactive services. Katie Gardner Harvey founded the firm in 1994 and has since grown it into a multi-million dollar company with 60 national and regional clients in fields ranging from banking and health care to food service, retail merchandising and the public sector. Follow KGBTexas on Twitter (<http://twitter.com/kgbtexas>), on Facebook ([www.facebook.com/kgbtexas](http://www.facebook.com/kgbtexas)), on its blog (<http://www.communi-k.net/>) or visit [www.kgbtexas.com](http://www.kgbtexas.com).