



*Building on
50 Years of Success*

Konover Development | 135 South Road | Farmington, CT 06032

FOR IMMEDIATE RELEASE

Editorial Contact: ***Kate Taylor***
 860.284.7203
 ktaylor@konover.com

Konover Development and Master Tenant Breathe New Life into Shopping Center in Dewitt, NY

Grand Opening of Paradise Market an Overwhelming Success

Farmington, Conn. –March 30, 2010 -- Konover Development Corporation recently completed the first phase of the redevelopment of the former Erie Boulevard Hechinger Plaza in Dewitt, NY. The new center, called Paradise Plaza, is home to three exciting new tenants. The first and master tenant, Paradise Companies 2, opened Paradise Market, a 70,000 sq. ft. indoor marketplace that features over 200 different vendors. Despite a blizzard the night before its grand opening February 26th, crowds of anxious shoppers still lined up outside. The second prospective new tenant is a 30,000 sq. ft. antique mall that would take the place of the former Price Chopper. And third, Empire Buffet, a Chinese take-out and buffet style restaurant, will occupy over 10,000 sq. ft. and is scheduled to open at the end of the month. Existing tenant, Factory Card Outlet, was happy to extend its current lease and will remain an important part of the center.

###

About Konover Development

Konover Development Corporation specializes in retail real estate development throughout the Northeast and Mid-Atlantic states. Konover is one of the region's most active developers, with numerous new projects currently in various stages of development for national and regional retail clients. Konover partners with communities to foster understanding and consensus for every new project. This spirit of cooperation has been successful in achieving the right balance of client and community needs for over 50 years. For more information, visit the company's website at www.konover.com.

About Paradise Market

Paradise Market is a one-of-a-kind, upscale, marketplace facility located in Dewitt, NY. It features over 250 single vendor spaces for both start-up and small businesses. It offers a regional farmer's market-type atmosphere for vendors, food service and entertainment. For more information, visit the company's website at www.theparadisemarket.com.