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FOR IMMEDIATE RELEASE

**THIRD ANNUAL BLACK FRIDAY BALLOON DROP AT
SOUTHLAND MALL**

Miami, FL (November 7, 2011) – Southland Mall presents its third annual “Black Friday Balloon Drop” on Friday, November 25, 2011 at 8am. The day after the Thanksgiving holiday, is traditionally known as ‘Black Friday’. On that day, hundreds of balloons filled with store coupon offers, movie passes and mall gift cards will descend from the rafters in three separate locations inside the mall: the Sears Wing, Center Court, and Macy’s Wing. This year, the event will be sponsored by new radio partner ESPN Deportes; they will be broadcasting their morning shows live from the mall from 6am-12pm! Come meet radio personalities Joe Pujala, Ernesto Amador, Jorge Ebro, Veronica Paysse, and Jose del Valle! Enjoy interactive games for the kids, prize giveaways and more!

“Southland is excited to present its third annual Black Friday Balloon Drop,” said Maggie Anzardo, marketing director at Southland Mall. “The Balloon Drop has become a tradition at the center and is held yearly on Black Friday, as a way of rewarding our shoppers during the holidays.” And don’t forget to visit Santa! Families are invited to bring their children to take photos with Santa from November 18th through December 24th in the Sears Wing at Southland Mall.

About Southland Mall

Southland Mall, located in South Miami-Dade County, Florida, the densest, most populous county in the southeastern portion of the state of Florida, has over 1 million square feet of gross leasable area. Southland Mall is conveniently located on U.S. 1 and SW 205th Street, off the Florida Turnpike, Exits 11 or 12, and is the only enclosed regional mall servicing South Miami-Dade County down to the Florida Keys. Southland houses over 100 specialty stores, including Macy’s, Sears, JC Penney, TJ Maxx, Old Navy, Starbucks, a 16-Plex Regal Cinema and diverse Food Court. For more information about Southland Mall, go to www.mysouthlandmall.com or call (305) 235-8880.

About Gumberg Asset Management Corp.

Gumberg Asset Management Corp., a diversified real estate retail organization with a tradition of uncompromising integrity and unbeatable performance is the manager of Southland Mall. For further information, visit the Company’s website at www.gumberg.com.