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FOR IMMEDIATE RELEASE

CELEBRATE KIDS WEEK AT SOUTHLAND MALL

Miami, FL (July 7, 2011) – Southland Mall presents its second annual mini kids’ convention, or ‘*Kids Week*,’ from July 18th through July 23rd. The festivities kick off on Center Court Monday, July 18th with Miami Children’s Museum’s interactive program based on their newest traveling exhibit “Bob the Builder-Project-Built It”, from 12-4pm. Also on Monday, Southland Mall welcomes “Burnie”, the Miami HEAT fun-loving mascot from 1-2pm. Other highlights include a wing eating contest on Thursday, July 21st from 5-7pm, courtesy of Buffalo Wild Wings, a visit from radio personality Gnarly Charlie, from The Coast 97.3FM on Friday, July 22nd from 11am to 1pm, capped with a four-hour grand finale on Saturday, July 23rd from 1-4pm, sponsored by Sprinkles Magazine and ZOO Miami. Shoppers can also try their luck at winning one of six three-night cruises to the Bahamas on NCL’s ‘*Norwegian Sky*’, courtesy of MK Travelplan.

“Southland is excited to present its second annual ‘*Kids Week*’ event,” said Maggie Anzardo, marketing director at Southland Mall. “This mini kids’ convention has become one of two signature events at the center and will be held every summer at Southland.” Southland Mall is also giving away a \$500 mall gift card! Simply hit the ‘Like’ button on our Facebook page to qualify, or email us at info@mysouthlandmall.com and put ‘Enter to Win’ in the subject line. The winner will be announced during the Kids Week grand finale on Saturday, July 23rd.

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 and 12, and is the only enclosed regional mall servicing South Miami-Dade County down to the Florida Keys. Southland houses approximately 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.