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FOR IMMEDIATE RELEASE

SOUTHLAND MALL WELCOMES NEW TENANTS

Miami, FL (July 29, 2010) – Several new merchants have joined the Southland Mall family this summer. The new additions include *PlatinumTel*, selling unlimited talk & text, Web service, 3G Network with free nationwide roaming, no contract required. Joining *PlatinumTel* is new push cart tenant, *My Jewelry Box*, offering customers fun, fashion jewelry at unbeatable prices and new kiosk, *Verizon*, providing superb telephone services. All three tenants are located in the Food Court area.

Southland also welcomes new food kiosk, *Cha Cha's*, located directly across from Regal Cinema and serving fresh salads, Cuban sandwiches, delicious subs and mouth-watering wraps, home-made soups, tasty turnovers and croquettes, amazing Cuban coffee, and much more. For a quick bite with a Latin flare, visit *Cha Cha's*. And opening near the fountain area in August, will be *Badagoo*, a children's store like no other, offering a complete selection of baby products and educational toys. This unique children's boutique, was the brainchild of two childhood friends who see baby products as much more than a purchase, "but lifestyle items that contribute to your parenting experience".

For information on short-term leasing opportunities at Southland Mall, please contact Valerie Castro at (305) 235-8880 Ext 103 or by email at Valerie.Castro@mysouthlandmall.com.

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 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.