



PRESS RELEASE

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SOFT SURROUNDINGS OPENS AT BRIDGEPORT VILLAGE

Opening Celebrates First Store in Pacific Northwest

Portland, OR – (November 10, 2014) – Soft Surroundings, a store with the mission to make women look and feel their best, announced today that it will open its first store in the Northwest at Bridgeport Village on November 21st, 2014.

Grand opening will be an all-day event on 11/21 from 10am-9pm. The first 100 guests will receive a gift bag with over \$300 in product included as well as 15% off their entire purchase that day, complimentary drinks and treats, as well as complimentary beauty treatments from guest beauty vendors.

The Bridgeport Village location will be the eighteenth location for Soft Surroundings and is part of a six store expansion for 2014. It is also the first in the Northwest, with the previous western-most store in Denver, Colorado.

“We are so excited to enter the Portland market with our new store at Bridgeport Village,” said Danny Boddy, Soft Surroundings Vice President of Retail. “Soft Surroundings creates a unique environment that celebrates women and all that they do. We offer beautiful apparel, luxurious bedding, French inspired furniture and beauty solutions, all hand chosen for today’s busy woman. Our brand is all about slowing down life’s rigorous pace and taking the time to rejuvenate and taking care of oneself. Soft Surroundings gives women a chance to experience something that is tailored specifically for them.”

Soft Surroundings is a leading multi-channel retailer committed to providing stylish, casual clothing with a comfort fit, the latest in beauty and skincare, jewelry and accessories, and home furnishings to women of all ages in an extraordinary shopping experience.

The stores are a curated collection of their newest apparel items, amazing accessories, favorite beauty products, new bedding collections, and samples of furniture. Soft Surroundings will hold beauty events in the store about once a month as well as bring in the founders of some of its beauty brands for special events. Shoppers will notice VIP touches such as fresh flowers, water for guests and one of the most comfortable dressing room experiences in retail.

“We are thrilled that Soft Surroundings has selected Bridgeport Village as the location for their first Oregon location,” said Fred Bruning, CEO of CenterCal Properties, owner of Bridgeport Village. The store is located adjacent to Sur La Table and Saks Fifth Avenue.

The stores hours will be: 10am-8pm Mon-Sat and 11am-6pm Sun. The store address is: 7475 SW Bridgeport Rd., Tigard, OR 97224.

About Soft Surroundings

Headquartered in St. Louis, MO, Soft Surroundings is an upscale tri-channel retailer of women's apparel, home, and beauty. Releasing its first catalog in 1999, Soft Surroundings has been dedicated to making women look and feel their best ever since. Having experienced record growth in its catalog channel, Soft Surroundings opened its first retail location in St. Louis, MO in November of 2005, followed by stores in South Windsor, CT, South Barrington, IL, Kansas City, MO, Lone Tree, CO, Southlake, TX, Boston, MA, Chestnut Hill, MA, San Antonio, TX, The Woodlands, TX, King of Prussia, PA, Houston, TX, Richmond, VA, and Madison, WI, with additional stores opening soon in Lynnfield, MA, Alpharetta, GA, and Paramus, NJ. Soft Surroundings is continuing to expand its retail division nationally to meet the needs of its many devoted customers. Four additional stores are set to open this fall with even more planned for 2015. Visit Soft Surroundings online at www.softsurroundings.com.

About Bridgeport Village

BRIDGEPORT VILLAGE is the Pacific Northwest's preeminent fashion and lifestyle shopping center. Consisting of 500,000 square feet, the center offers an outstanding and enviable array of the regions first and exclusive one of a kind and internationally renowned stores and boutiques including The Container Store, Anthropologie, Lululemon, Apple, J. Crew, Crate & Barrel, Z Gallerie, Eileen Fisher, MAC Cosmetics, Tommy Bahama, Saks Fifth Avenue OFF 5TH and the largest Regal Cinema in the state — with an IMAX Theatre.

About CenterCal Properties

In 2004, Fred Bruning and Jean Paul Wardy formed CenterCal Properties, LLC, to develop and acquire fine retail properties throughout the western United States. CenterCal is well-known for building destinations that become the favorite gathering place for communities. CenterCal properties owns and operates Bridgeport Village near Portland, Oregon; Station Park in Farmington, Utah; BlackHawk Plaza in San Ramon, California; Cascade Station mixed-used development near Portland's International Airport; Nyberg Woods in West Portland; and new development Meridian Town Square, in Boise, Idaho. For more information on these and other CenterCal projects visit www.centercal.com.

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