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P A R T N E R S

For Immediate Release

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First Annual Toy Drive to Spread Cheer to Area Children
Biltmore Village and the Junior League of Asheville support local charities

Asheville, NC (December 1, 2008) – With the holiday season upon us, Biltmore Village retailers, located at 10 Brook Street, have teamed up with the Junior League of Asheville to kick off their first annual toy drive to benefit Asheville children in need. Donations of new, unwrapped toys will be collected from December 1 to December 17 at J.Crew, Chico's, Coldwater Creek, Pi Salon.Spa and Talbots, Talbots Petites and Talbots Woman.

The retailers at 10 Brook Street will serve as a collection site for unopened and new toys that will be donated to The Grandfather Home for Children and the Asheville Buncombe Community Christian Ministry (ABCCM), which both benefit children of all ages. Recommended gifts include books, board games, puzzles, hand held games, building toys, DVDs, CDs, dolls and infant items.

"The holiday season for the Biltmore Village retailers at 10 Brook Street is about friends, family, and, most importantly, spreading goodwill and cheer in Asheville," said Bob Spratt, President of Hill Partners, Inc. "This is an excellent opportunity to give back to this great community and help those who are less fortunate."

Biltmore Village, nestled in the Blue Ridge Mountains of Asheville, N.C., is a multi-phase mixed-use development offering a collection of national, regional and local specialty merchants. Phase I of the Biltmore Village development opened in May 2008 and offers a dynamic retail community including Williams-Sonoma, J.Crew, Chico's, Coldwater Creek, Pi Salon.Spa and a three-door concept which includes Talbots, Talbots Petites and Talbots Woman. Phase II of Biltmore Village will include an additional 31,000 square feet of street retail space, and is expected to open in late 2009. The developer, Hill Partners, Inc., based in Charlotte, N.C., is responsible for merchandising, retail leasing and management of the community.

For more information on this release or to schedule an interview, please contact or Angela Vallera at RMD Advertising at 614.794.2008.

www.ShopBiltmoreVillage.com

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