



FOR IMMEDIATE RELEASE

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Biltmore Village Welcomes New Retailer

High Country Style opens second location in Asheville

Asheville, NC (October 28, 2009) – [Hill Partners, Inc.](http://www.hillpartners.com) is pleased to announce that High Country Style, a North Carolina-based clothing retailer will be joining the dynamic line up of retailers at Biltmore Village. High Country Style, located at 2 Swan, across from Phase I at 10 Brook St., will open on November 5, 2009.

The new store brings a local and sophisticated dimension to the shops at 10 Brook St. Owned by Rob and Wendy Willey and Doug and Lorrie Worrell, High Country Style is a women's clothing and accessories retailer featuring brands such as Nic & Zoe, Not Your Daughter's Jeans and Brighton Collectibles. The clothing store also has a juniors department. A new web site, ShopAtStyle.com is also forthcoming.

"Adding High Country Style to our merchandising at Biltmore Village makes perfect sense," said Bill Rooney, Vice President-Leasing of Hill Partners, Inc. "As we continue to expand, we strive to look for unique retailers who will bring something fresh to our overall line up and offering to the consumers. We feel High Country Style does just that and will become an integral part of the premier place to shop in Asheville."

The Willey's have one other High Country Style location in Waynesville. "Our Waynesville store has been open for four years," said Rob Willey, Owner of High Country Style. "We've been looking to open a store in Historic Biltmore Village for the past two years. High Country Style presents a classy look with enough Southern style to let women feel at home. Our goal is to provide exceptional service and a product assortment that is boutique focused. We feel it's a perfect fit for Biltmore Village."

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. Biltmore Village offers a dynamic retail line up including Williams-Sonoma, J.Crew, Chico's, Soma, Coldwater Creek, Pi Salon.Spa and a three-door concept that includes Talbots, Talbots Petites and Talbots Woman. Phase I also offers 30,000 s.f. of Class A office space with commanding views of the historic district, rich amenities and the convenience of regional access/close proximity to hotels, restaurants, cafes and surrounding neighborhoods. The developer, Hill Partners, Inc., based in Charlotte, N.C., is responsible for merchandising, leasing and management of the mixed use development.

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

www.ShopBiltmoreVillage.com