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## **MAIN EVENT ANNOUNCES 9<sup>th</sup> TEXAS LOCATION AT FRISCO MARKET CENTER**

*Frisco Market Center creates mixed use of entertainment, retail, residential  
and hospitality along the Dallas North Tollway at Main Street (FM720)*

**Map and elevation attached.**

**(Dallas, Texas) December 11, 2007** – Main Event, a major family entertainment chain, announced its 9<sup>th</sup> Texas location after Hermansen Land Development, Inc. announced Frisco Market Center’s re-zoning and development plans for the nearly 100 acre parcel located on the Dallas North Tollway at Main Street (FM 720). Frisco Market Center sold approximately 7 acres along the Dallas North Tollway to Main Event.

“The Frisco Market Center location will be our most distinctive, upscale family entertainment center yet,” says Neil Hupfauer, co-founder of Main Event. “We are excited about the project and consider the location one of the strongest in the Metroplex,” continues Hupfauer.

Main Event has a broad appeal for families, corporate outings, school and church groups, team building exercises and even “date night.” Main Event will feature 66,000 square feet with 12 regulation pool tables, 10 meeting/party room, Main St. Cafe, two full service bars, shuffleboard, blackjack and Texas hold’em (for fun), 28 lanes of bowling, two-story laser tag, over 100 video and redemption games, glow in the dark miniature golf and more!

Frisco’s rapid growth and affluent demographics make it an ideal site for Main Event location. Frisco Market Center is surrounded by 4 professional sports venues, 3.5 million square feet of office and 5.5 million square feet of retail. More than 1.5 million tourists visit annually the neighboring Pizza Hut Park and any of the neighboring 20 municipal fields for soccer and outdoor concerts, making Frisco Market Center an ideal location for Main Event. Additional pad sites at Frisco Market Center are available through Venture Realty.

The ground breaking is anticipated for December 2007 and opening in summer 2008.

**BACKGROUND:** Main Event is owned by Macquarie Leisure Trust, an Australian company, who acquired it from the founders, Neil Hupfauer and David Smith last August. As a result Main Event has increased its expansion plans to three units per year. For more information, visit [www.maineventusa.net](http://www.maineventusa.net)

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**Main Event at Frisco Market Center**

**December 10, 2007**

**BACKGROUND:**

Frisco Market Center is located at the geographical center of Frisco at the northwest corner of Main Street (FM 720) and Dallas North Tollway. A total of 88 acres will create a master planned development for retail, restaurant, high density multi-family, hotel and entertainment. Frisco Market Center is surrounded by 4 professional sports venues, 3.5 million square feet of office and 5.5 million square feet of retail. More than 1.5 million tourists visit annually the neighboring Pizza Hut Park and municipal fields for soccer and outdoor concerts.

Over 6,000 feet of frontage along the Dallas North Tollway, Main Street and Legacy Drive offers retailers an opportunity unlike any other in North Texas. Over 700 upscale mid-rise residences will ensure established daily foot traffic on site. Frisco is one of America's most dynamic suburbs today. Frisco Market Center will distinguish itself with integrated pedestrian trails connected to the city's hike and bike system along with interesting architectural and water features, spacious park areas and unique retail, entertainment, hotel and restaurant selections. This combined will create a one-of-a-kind experience for Frisco area residents and visitors. [www.friscomarketcenter.com](http://www.friscomarketcenter.com)

Frisco Market Center is Hermansen Land Development's second development in Frisco since opening the award- winning The Shops at Starwood last year. Just north of Dallas at the Dallas North Tollway and Lebanon, The Shops of Starwood is designed as a lifestyle center for those who have discerning taste and enjoy an authentic lifestyle. Several of the retailers have received "Best of" awards from D Magazine, CitySearch.com and Frisco STYLE Magazine.

Hermansen Land Development, Inc is a diversified real estate development and management company with emphasis on retail and mixed-use projects, its headquarters are based in Dallas, TX. Frisco Market Center is being developed in partnership with Chief Partners. Since 1998, HLD and its affiliate partners have developed nearly 3 million square feet of retail in the Southern United States. HLD, founded by Kirk Hermansen, has extensive real estate experience in hospitality and retail. Kirk is a member of Texas Real Estate Council, International Council of Shopping Centers and active in his local community. Broker services are provided by Real Street Properties, 214-373-0220. [www.hermansenlanddevelopment.com](http://www.hermansenlanddevelopment.com)

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