

# McCAFFERY

# Interests

**For Immediate Release**

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## **Bringing a Vivid Dash of Richness and Style to the Home Furnishings Market Pottery Barn plans new location at The Market Common, Myrtle Beach**

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**May 3, 2007** – McCaffery Interests, Inc. of Chicago, Illinois, ([www.mccafferyinterests.com](http://www.mccafferyinterests.com)) is pleased to announce they have finalized the terms of a lease agreement with Williams- Sonoma, Inc. (NYSE: WSM) ([www.williams-sonomainc.com](http://www.williams-sonomainc.com)) to open a Pottery Barn ([www.potterybarn.com](http://www.potterybarn.com)) store at The Market Common, Myrtle Beach located in Myrtle Beach, South Carolina, scheduled to open Spring 2008. This will be the first Pottery Barn location in the Myrtle Beach area.

Pottery Barn began in 1949 as a single store in Lower Manhattan and was founded on the idea that home furnishings should be exceptional in comfort, style and quality. Purchased by Williams- Sonoma, Inc. in 1986, Pottery Barn has evolved into the leading home furnishings retailer in the country. Inspired by time-honored models in America and around the world, Pottery Barn in-house designers continue to create unique collections at an excellent value. Today, Pottery Barn has more than 197 stores, a direct-mail business that distributes more than 150 million catalogs a year and a website.

“With Myrtle Beach’s increasing number of primary residences, beach homes, condos and rental properties, Pottery Barn is the ideal store for the growing demand for high-quality home furnishings.” Says Clayton McCaffery, Vice President Leasing, McCaffery Interests, Inc. At 12,500 square feet, Pottery Barn will offer a complete collection of signature merchandise with a focused dedication to providing customers with an outstanding level of service, knowledge and assistance.

**Page 2**  
**Press Release**  
**McCaffery Interests, Inc. / Pottery Barn**

Located on a 3,790-acre parcel of land with \$30-million of new infrastructure including 29 acres of lakes, new community parks and four miles of new roads, The Market Common, Myrtle Beach at 121-acres is the focal point of the redevelopment program by the Myrtle Beach Air Force Base Redevelopment Authority.

McCaffery Interests will bring to Myrtle Beach the same creative and thoughtful development initiative that earned the company national recognition with the award-winning mixed-use project, The Market Common, Clarendon in Arlington, Virginia.

**About McCaffery Interests, Inc.**

Well respected in the commercial industry for creating exciting environments, McCaffery Interests has received numerous prestigious awards including: 2005 Winner of the Award for Excellence from the Urban Land Institute; 2004 Winner of the Design and Development Award from ICSC; 2004 Finalist for the National Association of Home Builders' Pillars of the Industry Award; 2001 Washington Business Journal Best Retail Deal of the Year; 2001 Delta Associates' Mid-Atlantic Community Impact Award for an Apartment Property; 1999 Transwestern Carey Winston DC Area Commercial Real Estate Services Trendsetter of the Year.

Established in 1991, McCaffery Interests is a privately held real estate development company specializing in the development, leasing, and construction and management of urban mixed-use properties nationwide. McCaffery Interests, Inc. is located at 737 Michigan Avenue, Suite 2050, Chicago, IL 60611, (312) 944-3777.

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## THE MARKET COMMON, MYRTLE BEACH FACT SHEET

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**Project:** *The Market Common, Myrtle Beach*

**Location:** Farrow Parkway  
(Formerly the Myrtle Beach Air Force Base)  
Myrtle Beach, South Carolina 29577  
(843) 238-1614

**Overview:** Located on a 3,790-acre parcel of land with \$30-million of new infrastructure including 29 acres of lakes, new community parks and four miles of new roads, *The Market Common, Myrtle Beach* project is the first phase and the focal point of the redevelopment program approved by the Myrtle Beach Air Force Base Redevelopment Authority and the City of Myrtle Beach.

**Description:** *The Market Common, Myrtle Beach* is a \$600 million dollar joint venture between McCaffery Interests and the City of Myrtle Beach.

This 121-acre multi-use development will feature the finest restaurants, retail and entertainment establishments, and hotel complimented by beautifully landscaped parks, lakes and a public square – all surrounded by thousands of luxury town homes, condominiums, timeshares and apartments.

**Features:**

600,000 SF	Retail, Restaurants, Health Club and Health Services and Office Space
181	Luxury Rental Apartments
1,441	Townhomes and Condominiums

## Page 2 of 3 – Fact Sheet – The Market Common, Myrtle Beach

### Construction:

Construction commenced in Fall 2006 with completion date and grand opening scheduled for Spring 2008.

### Current Tenants:

Anthropologie  
Aveda- Modern Salon & Spa  
Bag n' Baggage  
Banana Republic  
Barnes and Noble  
Brooks Brothers  
Carlyle & Company  
Chico's  
Coldstone Creamery  
Coldwater Creek  
Consolidated Theaters  
Copper Penny  
Copper Penny Shooz  
Divine Steakhouse  
Francesca's Collection  
Gordon Biersch Brewery  
Kuhlman  
Luxottica Collection  
Orvis Sporting Traditions  
PF Chang's China Bistro  
Piggly Wiggly  
Planet Beach Tan  
Pottery Barn  
soma by Chico's  
Sigrid Olsen  
Tommy Bahama Restaurant and Store  
White House I Black Market  
Williams-Sonoma  
The Wine Room

### Developer:

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McCaffery Interests, Inc. is a privately held company specializing in the finance, development, construction, leasing and management of urban mixed-use properties including retail, office, hotel and residential.

## Page 3 of 3 – Fact Sheet – The Market Common, Myrtle Beach

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