

## FOR IMMEDIATE RELEASE

### McCaffery Interests brings sporting tradition to Myrtle Beach, SC -- Orvis Sporting Traditions signs lease at The Market Common, Myrtle Beach

**July 18, 2005** – McCaffery Interests, Inc. of Chicago, Illinois, ([www.mccafferyinterests.com](http://www.mccafferyinterests.com)) is pleased to announce they have an executed lease with The Orvis Company, Inc. of Manchester, Vermont ([www.orvis.com](http://www.orvis.com)) to open a location at The Market Common, Myrtle Beach, its newest project in Myrtle Beach, South Carolina and Orvis' first full line store in the state of South Carolina.

The new Orvis Company store will be a mecca for sporting enthusiasts. Founded by Charles F. Orvis in 1856, The Orvis Company has stood for outdoor traditions, quality, and customer satisfaction for more than 150 years. Along with world famous fly-fishing gear, Orvis will offer to the Myrtle Beach community a distinctive line of clothing, home furnishings, gifts and dog products.

The goal, according to Executive Vice President-Retail David Perkins, is to present an entire package – all elements that together allow a customer to fish in any condition, hunt in any terrain, and enjoy a distinctive country lifestyle – called the “full-service approach.” Orvis operates 29 stores in the United States and 12 in the United Kingdom and its worldwide presence includes a network of 650 dealers combined in the United States and 33 countries.

“McCaffery Interests is a leader in turning underutilized areas into vibrant centers, connecting tenants, retailers, and residents with each other. The Market Common, Myrtle Beach immediately struck us as being one of the best conceived projects we have had an opportunity to be involved with in quite some time, including being able to work with McCaffery Interests, one of the country’s most imaginative and reputable developers” says George Haskins, Director of Retail, Orvis. “We are excited to be part of this project and the Myrtle Beach community.”

As part of The Market Common, Myrtle Beach, Orvis will be an important retail component of a master-planned, mixed-use development that includes a complimentary mix of retail, restaurant, residential, hotel, theatres, and parking – all designed to create a beautiful pedestrian-friendly lifestyle center.

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 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.

Honored in the commercial industry, McCaffery Interests has received 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.

#### **About McCaffery Interests, Inc.**

Established in 1991, McCaffery Interests, Inc. 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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