

Star
in our makeover

the galleria



We're splashing out

Join us in a makeover to be remembered

Last year's look is just so last year! Which is why we've decided to relaunch the galleria with an extensive facelift starting March 2007.

Shopping at the galleria will feel like a real celebrity event. The venue will sparkle, no doubt about that. What we're looking for is a significant number of brands that will help make sure everyone who steps through our doors will feel like a celeb. That's where you come in. We'd love you to be part of the exciting group of retailers who will help the galleria become a much-talked-about success.

While primarily an outlet centre, the galleria has the added advantage of a restaurant and leisure offering – making it a real mixed-use destination brand. We'd like your help in strengthening that brand.

The following pages will give you an idea of just how high we're aiming.



the galleria

Facelift

We're spending a fortune on making the galleria look beautiful. All we need are additional retailers who specialise in health & beauty products to do the same for our customers.

Nip and tuck

Our major revamp, let's just say we're going for more than a quick nip and tuck.

On the outside we're landscaping, reconfiguring roads and improving signage. While on the inside there will be extensive redesign and refurbishment, as well as a programme of re-letting.

And to make sure customers are aware of all this we'll be increasing our marketing spend. This will include regional advertising, instore events and an all-new website.



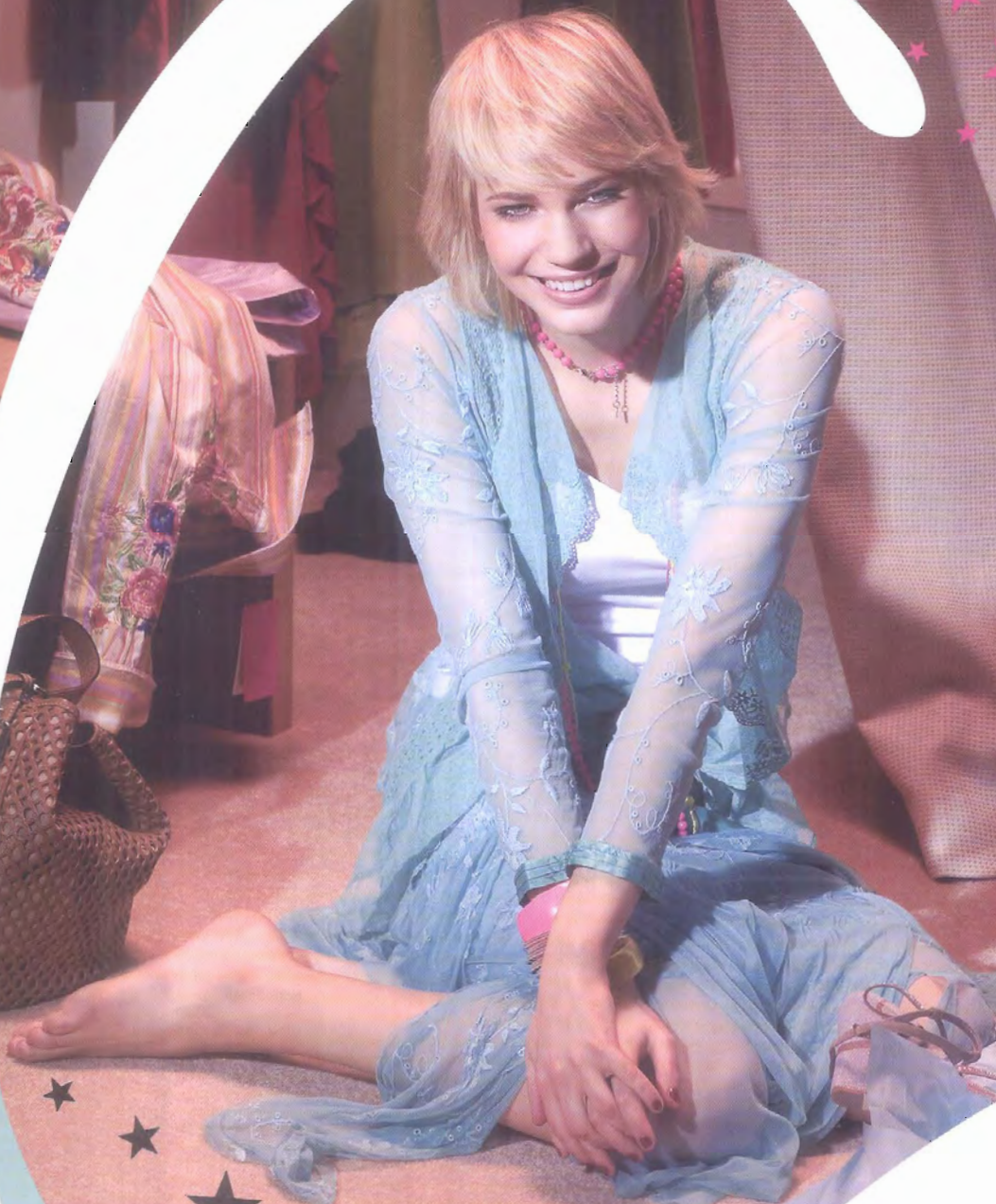


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The look

We're searching for a range of fashion and accessory brands, from urban lifestyle to high fashion, to become part of our new collection.

Only the most stylish need apply.



Here's to you

Shopping's thirsty work. That's why we're looking for bars and eateries where our ladies who lunch can eat and drink in style.



What's in it for you?

Join the galleria and you'll be putting your brand at the heart of a unique shopping and leisure development - the closest outlet centre to London. Popular brands, genuine bargains and a contemporary retail / leisure experience will help the galleria attract a new customer base and turn the venue into a talked about shopping destination.

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Stepping out in style

We're looking for additional shoe retailers that know how to put their best foot forward.

And with an expected increase in footfall, they'll be kept very busy - no matter if they're high fashion, classic or sporting.



Catchment area

Extensive and affluent is the best way to describe the Galleria's catchment area

- 1.6 million people within a 30 minute drive – the second highest of any UK outlet centre.
- 7.3 million people within a 60 minute drive – the highest of any UK outlet centre.
- 13.1 million people within a 90 minute drive – the highest of any UK outlet centre.

Source: Strategic Brand Review, Aug 06, Harrison Fraser.



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Hatfield Business Park

The Park is a stunning 3.5 million sq.ft of commercial development (including T-Mobile, Ocado, Porsche, Computacentre and the Next Generation Club) that is a major asset to the local area.

In addition to its commercial side the Park is also home to the new Dehavilland Campus, a development of over 240,000 sq.ft of academic facilities, a leisure complex and accommodation for 1,600 students from the University of Hertfordshire.

A thousand new homes are planned for the Park, as well as retail and leisure facilities, restaurants and a budget hotel.



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Glittering reviews

"the galleria is a prime destination for young women within our target catchment range. With a great mix of designer and high street fashions, high proportion of 18 – 25 year old females within a 30 minute drive time of the galleria there is a strong demand for the Oasis offer."

Retail Operations - Oasis

"Antler has now traded at the galleria for over five years and, due to the confidence we have in this scheme, we have recently renewed our lease for a further term. We look forward to developing our business even further in the future in partnership with our new landlords – Land Securities."

Gary Capell (Development Director – Retail), Antler

"The Odeon cinema at the galleria attracts up to half a million visitors a year. The easy access from a major arterial route and ample parking facilities make it an appealing destination for customers to our 9-screen venue. As a major contributor to the night-time economy at the scheme, the Odeon cinema complements the restaurants and offers a complete evening out at the galleria without having to travel between venues."

Odeon Spokesperson

"We have been impressed with the level of involvement and commitment demonstrated by Land Securities in all aspects of asset management. The proactive centre management team at the galleria and effective marketing of the scheme have undoubtedly contributed to the successful trading of the Thornton's store and café."

Thorntons Spokesperson



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More about the makeover

For more details about just how big this makeover is going to be, simply pop the attached interactive CD into your PC or Mac.

And if you've got any questions or there's anything you're not sure about, please call the Asset Team on **02392 836 756** or email them on **colin.hearsum@landsecurities.com**

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