

January 20, 2007

Press Release from Responsible Growth for Northcross

RESIDENTS SURROUNDING NORTHCROSS RECEIVE MISLEADING PUSH POLL PHONE CALLS IN FAVOR OF WAL-MART SUPERCENTER

A comparison of Responsible Growth for Northcross' recent survey with the push poll phone calls reveals intent to deceive by Wal-Mart Supercenter backers

AUSTIN, Texas, Jan. 20, 2007 — A biased survey is being conducted by proponents of the controversial Northcross Mall redevelopment plan, according to many residents of neighborhoods surrounding the mall.

On the evening of Friday, January 19, 2007, residents throughout the Allandale, Brentwood, Crestview, North Shoal Creek, and Wooten neighborhoods received phone calls from persons claiming to be conducting a survey regarding the proposed development at Northcross. The development plans by Dallas-based Lincoln Property Company include a colossal 225,085 sq. ft. Wal-Mart Supercenter at Northcross Mall.

By most accounts, the callers phoned from ECA or Southern Opinion Research, and followed the same script. The callers asked if the persons they phoned would answer whether they were “opposed, neutral, or in favor of a Wal-Mart at Northcross,” after reading scripts containing statements like:

- Northcross is already zoned for Wal-Mart.
- Northcross Mall is empty.
- The development would be good for our area.
- It would be bad for our area if the Wal-Mart doesn't go in.
- The mall is currently zoned for commercial use.
- No zoning changes are needed.
- Northcross is stagnant and Wal-Mart will revitalize the mall.
- Wal-Mart had met all its legal requirements to go ahead with the development.

This action by proponents of the Lincoln Property Company development comes only days after RG4N conducted a multi-neighborhood survey to gauge public opinion about the development.

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The purpose of the phone calls made to residents on Friday evening seems to match the definition of a push poll: “an ostensible opinion poll in which the true objective is to sway voters using loaded or manipulative questions.”

“Based on the accounts reported to us, it is clear the intent was to push people -- in some cases even picking arguments with them -- to say they support a Wal-Mart at Northcross. It appears that Lincoln Property Company is still thumbing its nose at this community despite a promise back in December to partner with us,” says Hope Morrison, vice president of RG4N.

RG4N’s survey was conducted on Saturday, Jan. 13 and Sunday, Jan. 14. It was comprised of four demographic questions and eight opinion-gathering questions. In addition to asking about various concerns regarding the proposed redevelopment, the survey asked respondents to identify what they would most like to do at Northcross. It also plainly asked, “Do you support or oppose building a Wal-Mart Supercenter at Northcross?”

RG4N conducted its survey to assess the needs and concerns of area residents and property owners related to the proposed redevelopment of Northcross Mall by Dallas-based Lincoln Property Company. RG4N is busy tabulating the survey results, and will use them to develop a compelling and desirable community vision for Northcross Mall. Survey analysis should be complete next week and will be presented publicly on Wednesday, January 31 at 7 p.m. at St Louis Church on Burnet Road.

About Responsible Growth for Northcross

Responsible Growth for Northcross is a group of citizens from the Allandale, Brentwood, Crestview, North Shoal Creek, Rosedale and Wooten neighborhoods currently fighting to stop the planned redevelopment of Northcross Mall by Dallas-based Lincoln Property Company, which includes a 225,085 sq. ft. 24-Hour Wal-Mart Supercenter. Responsible Growth for Northcross is working to develop a mutually beneficial, growth-oriented solution for Northcross Mall that serves the character and needs of the surrounding neighborhoods while also ensuring a successful endeavor for Lincoln Property Company and all concerned.

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