

January 12, 2007

Press Release from Responsible Growth for Northcross

**RESPONSIBLE GROWTH FOR NORTHCROSS LAUNCHES BROAD SURVEY OF
RESIDENTS AND BUSINESSES AFFECTED BY NORTHCROSS
REDEVELOPMENT PLAN**

*Activist group mobilizes to gather input from citizens about what they want at Northcross
on Saturday, Jan. 13 and Sunday, Jan. 14, 2007*

AUSTIN, Texas, Jan. 12, 2007 — Responsible Growth for Northcross (RG4N), the group fighting to stop construction plans by Dallas-based Lincoln Property Company, which include a colossal Wal-Mart Supercenter at Northcross Mall, is conducting a multi-neighborhood survey to gauge public opinion about the development.

The survey will be conducted on Saturday, Jan. 13 and Sunday, Jan. 14. Volunteers will collect responses from residents at several local businesses, and by going door-to-door. Respondents will also be able to take the survey online at <http://survey.rg4n.org>.

Several north central Austin businesses are participating in the survey by allowing responses to be collected during normal business hours. They include: Encore Video, Genuine Joe Coffeehouse, Kids-n-Cats, Zinger Hardware, Discount Electronics, Terra Toys, Crestview Minimax, Thunderbird Coffee, East West Gallery (Saturday only), and Scandinavia Contemporary Interiors.

The goal of the survey is to assess the needs of area residents and property owners, and to gather concerns related to the proposed redevelopment of Northcross Mall by Dallas-based Lincoln Property Company. RG4N will use the survey results to develop a compelling and more desirable community vision for Northcross Mall.

The RG4N Survey is comprised of four demographic questions and eight opinion-gathering questions. In addition to asking about various concerns regarding the proposed redevelopment, the survey asks respondents to identify what they would most like to do at Northcross. It also plainly asks, "Do you support or oppose building a Wal-Mart Supercenter at Northcross?"

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RG4N is actively recruiting volunteers to help collect responses among the Allandale, Brentwood, Crestview, North Shoal Creek, Rosedale and Wooten neighborhoods. Volunteers are encouraged to sign up online at <http://www.rg4n.org/take-action/volunteer>, or by emailing join@rg4n.org.

“By asking the questions Lincoln Property Company should be asking, we’ll quantify the neighborhood opposition to the redevelopment plans and the giant Wal-Mart. Plus, we’ll be equipped to create a better vision for Northcross. Ultimately, we want to benefit the surrounding neighborhoods and help Lincoln Property Company rethink their plans and build a more successful and admired development,” says Hope Morrison, vice president of RG4N.

The survey is part of an ongoing campaign by RG4N to foster dialog between residents, businesses, neighborhood associations, the City of Austin, Lincoln Property Company and Wal-Mart about how Northcross Mall should be developed responsibly.

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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