



# nerej

## **Interactive app now available for Pennsylvania Real Estate Investment Trust's 40 shopping centers**

June 23, 2011 - Retail

Shoppers can now easily navigate Pennsylvania Real Estate Investment Trust's (PREIT) 40 shopping centers using their smartphones, as the company launched a free PREIT mobile application. Initially designed for Apple's iPhone, the app will soon be available for the Android and Blackberry.

"With the increasing popularity of smartphones, we built mobile technology so our customers can maximize their shopping and dining experiences, whether they are in a PREIT mall or virtually planning their shopping trips," said Judy Trias, PREIT's vice president of retail marketing. "The PREIT mall app is easy to navigate and perfect for those on-the-go, with a dynamic store directory, interactive map and special offers to help shoppers save - all available right at the consumers' fingertips."

The one-of-a-kind PREIT mall app is always up-to-date with a number of easy-to-use, convenient features in one location to help customers make the most of their shopping trips.

To download the free PREIT mall app, visit the App Store on the iTunes website and type in "PREIT" in the search field.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540