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Wilder Co. to open \$35 million Rochester Crossing - 304,500 s/f

September 26, 2007 - Retail

The newest shopping complex, Rochester Crossing, is coming to life. The 304,500 s/f retail center will open its doors to Seacoast area shoppers on October 3rd beginning with Kohl's and Starbucks. Several stores will follow in the next ten days including Famous Footwear, Maurices, and Fashion Bug. Lowe's is planning to open in mid-November.

When completed, Rochester Crossing will welcome more than 20 new businesses to the growing N.H./Maine trade area.

The 69,000 s/f Kohl's will be N.H.'s first of its newly enhanced design and layout. An inviting exterior welcomes customers with outdoor seating and music. Glass storefront entrances with showcase windows display the latest Kohl's fashions and automatic doors allow for hands-free entry into each store. Interior amenities now include an expanded juniors' department, spacious fitting rooms with lounge areas, updated restrooms, and redesigned customer service and checkout stations.

Rochester's first Starbucks, will feature both a convenient drive-thru and outdoor patio seating.

The 50 acre, \$35 million development was acquired by The Wilder Companies with their purchase of The Flatley Company's retail portfolio this past May. The center, originally known as Rochester Shoppes, was recently renamed Rochester Crossing. It is located on Washington Rd. at Rte. 202, just off the Spaulding Turnpike's recently improved Exit 13.

A companion center, Rochester Crossing East is planned for development in 2008.

Andrew LaGrega, a Wilder Cos. principal, said "It is always exciting to open a new shopping center. Rochester Crossing is especially so because the center brings new, unduplicated retailers to the city. This makes it more convenient than ever for area residents to keep their shopping local, and for our Maine customers to take advantage of New Hampshire's tax-free shopping."

Karen Pollard, Rochester's economic development director said "The residents and staff of the city of Rochester have eagerly watched the progress of this project since its announcement in July 2005. The investment in our community has resulted in an exciting, high-quality center that will be a catalyst for further economic development and business diversity."

The Wilder Cos. specialize in the development and positioning of retail properties. Wilder has over 35 years experience in merchandising specialty centers, street retail, mixed-use properties and regional malls.