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## PRESS RELEASE

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### **Coral Security Escort Program at Shaker Square**

**Cleveland, Ohio, February 16, 2005** – Shaker Square is a pleasant, safe and enjoyable place to shop and The Coral Company is making arrangements to make everyone's experience more user-friendly. A Coral security escort is available accompany patrons and visitors to Shaker Square, as well as any merchant or their employee, to their cars at any hour the Square is open for business.

“We recognize there is perception of people not feeling safe at Shaker Square. We've adopted a unique Coral Security Escort program to deal with this perception head on,” states Peter Rubin, CEO and President of The Coral Company. Coral took ownership of Shaker Square in September 2004. “Shaker Square patrons, visitors and merchants and their employees can be assured they will feel and be safe here.”

The Coral Security Escort program provides each Shaker Square merchant with the cell phone number of the security staff who regularly walks the Square. If, at any time, there is a person at Shaker Square who feels unsafe to walk to his or her car, all that person has to do is call the security cell phone. A security staff person will happy to come and walk the person to their car. In addition to the Coral security staff walking every inch of the Square, strategically placed security cameras are on 24 hours a day.

Shaker Square is truly a pleasant, safe and enjoyable place to shop, dine and visit.

#### ***The Coral Company***

Founded in 1987 by Peter Rubin, The Coral Company has developed an excess of two million square feet of office, retail, mixed-use, built-to-suit and residential space in Ohio. A leading urban developer, The Coral Company works closely with city leaders, community development corporations and neighborhoods of first ring suburbs and urban communities to shape ways to meet the unmet demand for retail services and residential neighborhoods.

Current Cleveland Coral projects include:

- Shaker Square in Cleveland, once again Cleveland's commercial, social, cultural intersection of retail and dining experiences
- The Courtyards of Severance in Cleveland Heights, the prestigious award-winning townhome community



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- The Shores of Edgecliff, a brand new luxury lakefront community along Lake Erie with a private beach club
- The Hamlets of Rocky River in Rocky River, a new community in a unique English country side setting
- Domain on Lee in Cleveland Heights, the innovative mixed-use building planned for the Cedar Lee District

Current Cincinnati projects include:

- Wyoming Glen located in the suburb of Wyoming, a charming award-winning community
- Goldenview Townhomes in the Mt. Lookout/Columbia-Tusculum district, the sleek, chic new neighborhood ideal for today's young professionals

For more information about The Coral Company and the philosophy and the passion that drives the company, please visit [www.thecoralcompany.com](http://www.thecoralcompany.com).

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