



The Coral Company
24400 Chagrin Boulevard
Suite 100
Beachwood, Ohio 44122

p 216.765.8822
f 216.765.1066

PRESS RELEASE

For Immediate Release

Release: SS1228 – December 28, 2005; No Kill Date

For More Information: Nicole E. Kaselak, Director of Marketing

Telephone: 216.765.8822 x 234 • Fax: 216.765.1066

Northeast Quadrant of Shaker Square is Reborn!

Dewey's Fair Trade Coffee and Popcorn Shop Factory, Sergio's Saravá and The North Union Farmer's Market bring this Quadrant alive once again. Celebrate with us on Saturday, January 7th 2006!

Cleveland, Ohio, December 28, 2005 – On Saturday, January 7th, Shaker Square will celebrate the rebirth of the Northeast Quadrant with all day activities, entertainment and free tastings not to be missed! With the recent openings of Dewey's Fair Trade Coffee, Shaker Square Popcorn Shop Factory, Sergio's Saravá and the North Union Winter Farmers Market, this Quadrant is alive and thriving once again. Join us for the celebration! Below is a schedule of events and entertainment happening throughout the day:

Saturday, January 7th, 2006

- | | |
|--------------------------|---|
| 6:00 am – 9:00 am | Dewey's Fair Trade Coffee GRAND OPENING Free taste of fresh baked pastries |
| 9:00 am – 12:00 pm | North Union Winter Farmers Market OPEN (located between Sergio's Saravá and The Popcorn Shop Factory) |
| 10:00 am | Shaker Square Popcorn Shop Factory GRAND OPENING |
| 12:00 pm – 6:00 pm | Popcorn Shop Factory demonstrations FREE Golden Caramel Corn Samples |
| 5:00 pm | First Annual Collectors Tin Art Contest winner selection. Submissions will be on display all day, sponsored by the Popcorn Shop Factory. The winning art will be featured on The First Annual Collectors Popcorn Tin and a biography and picture of the artist will be displayed on the Tin. Winning art will be awarded a \$250 cash prize. Deadline for submission is Wednesday Jan. 4, 2006. Call or visit Dewey's Fair Trade Coffee or Shaker Square Popcorn Shop for details. |
| 5:00 pm – 12:00 midnight | Sergio's Saravá open for dinner |



The Coral Company
24400 Chagrin Boulevard
Suite 100
Beachwood, Ohio 44122

p 216.765.8822
f 216.765.1066

6:00 pm – 8:00 pm

Free taste of espressos and dessert samplings at
Deweys Coffee House.

Peter Rubin, President and CEO of The Coral Company, is proud and elated to see the community receive the new merchants. “It is gratifying and heartening to witness this quadrant come back to life. Community residents far and wide are flocking back to see what all of the excitement is about. This is what we work so hard to accomplish.”

Dewey Forward, Owner of Dewey’s Fair Trade Coffee and Popcorn Shop Factory, states, “The Square holds such character and charisma, it was a perfect fit for the most unique and eclectic coffee shop in Cleveland. The response has been fabulous and we are thrilled to be a part of the renaissance here.”

Joe Hanna, the architect for both Dewey’s Fair Trade Coffee and Popcorn Shop Factory and Sergio’s Saravá, was very pleased with the result of the collaboration. “It was a great pleasure and fortuitous timing that Sergio and Dewey both committed to the square. I’d like to say I had something to do with it, but I think the incredible beauty and history of the square was what made it come together for both of them.

I also believe that The Coral Company’s commitment to the continuing revitalization of an important national treasure was instrumental in Sergio and Dewey’s decision to open at the square.

Both spaces were architecturally significant in the transformations that took place. The most exciting perhaps is yet to come this spring, when Sergio’s Saravá and Dewey’s Coffee House will offer outdoor dining and beverages, which will accentuate the vibrant city life feel of Shaker Square. I’d like to thank them both for being great visionary clients.”

For more information about other happenings at Shaker Square, please visit the official Shaker Square website at www.thecoralcompany.com/retailshakersquare.html or contact The Coral Company at 216.765.8822.