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## PRESS RELEASE

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### FIRST WATCH COMES TO CEDAR CENTER

**University Heights, July 6, 2006** – The Coral Company, owner and developer of Cedar Center, is pleased to announce First Watch as the newest tenant at this shopping center mainstay in University Heights. Grand opening is slated for the end of this year.

First Watch is the daytime restaurant that sprang up in Florida in 1983. Its unique concept revolves around bringing an excellent dining experience to breakfast, brunch and lunch. Servers automatically bring a hot pot of coffee to the table and encourage a relaxed atmosphere. The restaurants are smoke-free, and are attractive environments with lots of greenery and a light, airy decor. The service is prompt, but guests are invited to relax and stay as long as they like munching on an appetizing assortment of eggs, omelets, pancakes, sandwiches, crepes and salads all served with a special flair.

Since whipping up the first omelet in the original restaurant in 1983, First Watch has opened 51 restaurants in nine states. This newest location at Cedar Center is scheduled to open December 2006.

“The vision for Cedar Center began three years ago with the planning principle to make Cedar Center a friendly place to walk, dine and shop,” says Peter Rubin, President and CEO of The Coral Company, “Once completed next year, Cedar Center will be a place that embraces the community and welcomes shoppers and pedestrians.”

#### ***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 leader in urban real estate development, The Coral Company works closely with city leaders, community development corporations and neighborhoods of first ring suburbs and urban communities to shape ways to shape ways to meet the growing demand for retail services and residential neighborhoods.

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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