

## Retail Experts Form Retail Intelligence Advisors (RIA)

New Advisory Firm to Assist Investors and Property Owners Deal With Challenges Arising From Uncertain Economic Environment.

San Francisco, CA, February 25, 2009 - Three well-known and highly respected retail and shopping center professionals have formed a new firm, Retail Intelligence Advisors (RIA), to provide advisory services to asset managers and prospective investors, buyers and sellers of retail companies and properties. The new firm will provide market insight and creative solutions to companies that need to make the right strategic planning and investment decisions - both short and long term - in today's challenging economic environment.

The three RIA principals are Stuart Zall, president of The Zall Company in Denver, CO; Jeff Green, president of Jeff Green Partners in Mill Valley, CA; and Bruce Katz, president of Retail Focus, Inc. of San Francisco, CA. The new firm will have offices in all three locations.

The current economic downturn and crisis in the retail sector led to the formation of RIA, said Stuart Zall. "Consumers are shutting their wallets, retailers are closing stores, an increasing number of shopping centers are becoming distressed and many retail companies and properties are in the process of changing hands. In this uncertain environment, shopping center owners, asset managers, investment firms, banks, government agencies and foreign investors will need the data, expertise and insight to make the right business decisions for their organizations. RIA's focus is to assist in that process by providing the analysis, forecasting and risk/opportunity assessment needed by many of these organizations."

"Potential investors in retail companies or shopping centers may not be familiar with how retailers or shopping centers operate or with the dynamics of a given market" said Bruce Katz "We see an opportunity to add value by providing this knowledge and industry expertise."

For additional information on Retail Intelligence Advisors, contact Stuart Zall at (303)804-5656, Jeff Green at (415)381-7922, Bruce Katz at (415)333-8530 or visit the company's Web site at [www.retailintelligenceadvisors.com](http://www.retailintelligenceadvisors.com)