



THE CM&R GROUP NAMED REAL ESTATE CONSULTANT BY TWEEN BRANDS

*Columbus, OH November 2, 2012-***Tween Brands**, the premier tween specialty retailer in the world, has just engaged **The CM&R Group** to manage both their new and existing portfolio of stores with 3 of the nation's largest Shopping Center Landlords: Simon Property Group, General Growth Properties (GGP), and Westfield.

Through their **Justice** brand, **Tween Brands** provides the hottest fashion merchandise and accessories for tween (age 7-14) girls. Known as the destination for fashion-aware tweens, **Justice** proudly features outgoing sales associates who assist girls in expressing their individuality and self-confidence through fashion. Visually-driven *catalogues* and direct mail pieces reach millions of tween girls annually, further positioning **Tween Brands** as a preeminent retailer in the tween marketplace. **Justice** stores offer trend-right apparel and accessories at value prices for tween girls ages 7-12 and operate 956 stores in 47 states, Puerto Rico and Canada.

In March 2011, **Tween Brands** launched the **Brothers** brand on-line and has now branched out into brick and mortar locations. Boys want to be outfitted for exploration, with merchandise that fits their style and sense of expression. **Brothers'** clothing is designed to stand up to whatever boys put it through, and still gets the mom stamp-of-approval for quality.

The CM&R Group is headed by retail real estate veterans Cheryl Rose-Mack and Carol Rosenfeld, each with more than 20 years in the industry and expertise in strategic planning and implementation. They have represented more than 35 brands in all stages of retailing — from expanding to repositioning — and worked with some of the largest multi-branded specialty retailers in North America.

Alan Hochman, Senior Vice President of Real Estate and Store Planning at **Tween** said, “We are pleased to announce the addition of **The CM&R Group** to our real estate team. Their experience further enhances our ability to manage our core brand, **Justice**, and expand the new **Brothers** concept with our most significant U.S. Landlords”.

About The CM&R Group: **CM&R** offers a proven outsourced solution for managing new and existing retail real estate, with an emphasis on strategic planning and implementation. Our clients include emerging brands establishing their retail profile, international brands expanding in North America, and mature brands in the process of repositioning. **CM&R's** integrated services include portfolio management, market/site analysis and selection, negotiation of all transactional terms, capital allocation and preservation, and due diligence for private equity firms seeking to invest in retail companies.

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