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## **Don Ghermezian, President & CEO of American Dream,<sup>®</sup> To Reveal Project Details During Annual WWD CEO Summit**

The WWD (Women's Wear Daily) CEO Summit will be held in New York City at The Wagner Hotel on October 30-31, 2018. The event – hosted by WWD Editors – is themed **“The Consumer Age: Deciphering The New Codes,”** and will gather **300+ C-Suite Executives** from world-leading apparel brands and retailers for two days of intense industry evaluation, peer-to-peer networking and content-rich and interactive programming.

“We deciphered a new code over 30 years ago at our two properties, West Edmonton Mall and Mall of America, by blending entertainment, retail, dining and leisure activities under one roof,” said Don Ghermezian, President & CEO of American Dream. “With American Dream, we are creating something completely new and dynamic in the world’s most incredible market. We are redefining the future of retail and entertainment and reshaping the customer experience. Our focus is four-fold: experiential retailing; customer experience and customer service; unparalleled entertainment, attractions, destination dining; and designing a beautiful environment to premier the brightest and best global brands.” During the WWD CEO Summit, Mr. Ghermezian is set to deliver remarks outlining the progress at American Dream.

As a part of this year’s WWD CEO Summit, Mr. Ghermezian will present attendees with a “VIP” ticket for CEOs and 500 of their company’s employees and families to participate in a chance to visit the Nickelodeon Universe Theme Park as part of a series of special opening events in 2019, with a value of over \$30,000 for the experience. WWD will curate the audience to represent iconic brands and retailers, industry service providers and press who will explore the balance between the art and science of retail, impact of technology on consumer expectations, store experiences and products in today’s dynamic and rapidly evolving space. “We are thrilled to be able to offer an experience like no other for a CEO who already has everything, as well as their employees,” said Ghermezian.

### **ABOUT AMERICAN DREAM<sup>®</sup>**

American Dream, a world-class retail and entertainment destination, is being developed by Triple Five Group of Companies, owners of the two largest shopping and entertainment centers in North America: Mall of America and West Edmonton Mall.

Opening in 2019, the project is approximately 3 million square feet – including a Saks Fifth Avenue – with an additional 450 retail, food and specialty shops, and complemented by over 18 acres of entertainment, including North America’s largest fully enclosed indoor DreamWorks Water Park and Nickelodeon Universe Theme Park; a 16-story Big Snow Indoor Ski & Snow Park; Kidzania; a live Performing Arts Theater; 285 foot tall Observation Wheel; luxury movie theatres by CMX; Sea Life Aquarium, Munchies Food Hall, Lego Discovery Center; NHL-size Ice Rink; The Dining Terrace, offering over 15 full-service restaurants and two 18-hole miniature golf attractions. Additionally, the project will feature ‘The Collections,’ a 200,000 square foot building dedicated to luxury shops, iconic brands and new-to-market, fashion-forward retail.

American Dream is in Bergen County, New Jersey at the Meadowlands Complex at the intersection of three major highways – I-95, Route 3, Route 120 – that service over 100 million vehicles annually. American Dream is in the heart of the New York Metropolitan area with over 21 million residents and nearly 63 million domestic and international tourists annually. The project is serviced by three of the largest airports in the US – Newark, LaGuardia and JFK International – with 110 million travelers annually, and is connected by passenger rail service to Penn Station New York.

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