

Q: How can you make this project successful when previous companies were not able to?

A: We have a stellar reputation of operating very successful entertainment and retail complexes including MOA and WEM – two of the most visited and most successful retail and entertainment complexes in the world. Triple Five has a proven track record of success.

Q: Who if any are your partners in the project?

A: A project of this scope and scale cannot be done without many partners. We have strong partners in the Governor and the State of New Jersey, union labor, business and lenders; but Triple Five remains the sole developer for American Dream. We also view the citizens of New Jersey as our partner. We have no doubt they will take great pride in the complex once it is opened.

Q: Do you want to be open on Sunday?

A: Actually, much of the project will be open on Sundays, just not retail outlets. The many dining options, attractions and entertainment venues will continue to draw guests to the project seven days a week. We will work with such issues and are confident that this project will be a great success.

Q: What is the biggest challenge facing Triple Five tied to this project?

A: There are a number of challenges with this project – but they all have solutions. The primary challenge is the lingering public doubt as to whether or not the project will open. Not only will the project open in late 2013 – it will be a source of pride for all of New Jersey.

Q: What changes will you make to the project?

A. As you have heard, the project now has a new name - American Dream at Meadowlands. We will also be changing the much maligned exterior design. Elements on the interior of the building will be changed to better fit the new vision. We will also add amazing new attractions including a glass-domed indoor amusement park, a vast water park and a family-friendly aquarium. When complete this will be one of the most successful entertainment/retail destinations in the world.

Q: How will you improve the exterior of the complex?

A: It is clear that the existing exterior of the building is not acceptable. Most importantly, New Jersey residents have shared their displeasure with the appearance. We are excited to share initial renderings and concepts. Not only will the new exterior design be vibrant and exciting – it will also fit nicely with the surrounding area.

Q: Are the attractions going to remain the same?

A: Some will remain the same, but to create a true worldwide tourist attraction – we plan to add more venues that appeal to a wide range of interests and ages. A key new attraction will be a glass-domed amusement park open year-round with roller coasters, thrill rides and children’s attractions. We will also add a world-class water park, a family-friendly aquarium and other great attractions. As we do at MOA, we will partner with airlines, hotels and travel operators to ensure easy access to the destination making it appealing to people from all parts of the world. We are bringing the best of MOA and WEM to the East coast. Like MOA and WEM, the American Dream location is a great site close to the airport and mass transit.

Q: Where will the amusement park and water park be situated on the property?

A: We have acquired land that sits adjacent to the property on the South East corner along the New Jersey turnpike but we continue to look at all possible locations. The exciting thing about this project is that we will never be complete. Triple Five will continue to add, redesign, improve and grow American Dream – that’s the secret to our success.

Q: Do you have any leases or LOI’s in place at this time?

A: Of course, we will meet with all potential tenants who were previously interested in the project – and we will see which tenants best fit into the new vision that is American Dream | Meadowlands. We have discussed the project with some of the best retailers and attractions in the world. We plan to bring quality entertainment for people of all ages to this wonderful site. When complete it will be one of the countries finest tourist destinations complete with exciting retail stores, unique attractions, fine dining and an array of nightlife options for the guest.

We have a long history with both retailers and attractions. Most retail chains will tell you that their best stores are in WEM and MOA. By creating a true “retail attraction” the volume of individual retail units increase, we weather economic changes better and guests come from further distances and stay longer.

For years people have been asking, “Will there ever be another MOA?” Until now we had not found a piece of land that could work. American Dream at Meadowlands is a phenomenal opportunity to create a global tourism destination with the best this country has to offer in the area of entertainment and retail.

Q: Who will be managing the project?

A: Triple Five has the ability to draw on a wide variety of talents and skills from within the corporation as well as from West Edmonton Mall and Mall of America. We also realize the amazing wealth of talent in the surrounding New Jersey and New York City areas and plan to draw from that extensive pool as well.

Q: How did you come up with the name “American Dream Meadowlands?”

A: We selected the name America Dream | Meadowlands for the new complex because it connotes opportunity. Opportunity for new jobs; opportunity for New Jersey to draw in tourists and generate tax revenue; opportunity for local people to feel a sense of pride when they look at the complex and realize what it stands for; opportunity for people of all ages to enjoy a variety of retail outlets and entertainment options at a beautiful facility; opportunity to creating new and lasting family memories.

Q: What do you anticipate the economic impact of American Dream might be?

A: We anticipate more than 55 million annual visitors, resulting in an economic impact to the region of \$3.8 billion per year, including millions of dollars in tax revenue generated. Consider this: West Edmonton Mall draws 22 million visitors per year; Mall of America draws more than 40 million per year and has an annual economic impact to the region of \$2 billion. Within 150 miles of West Edmonton Mall there are 1.6 million people and within Mall of America, 5.3 million. American Dream has more than 16 million people within the immediate trade area. Without a doubt, the potential for American Dream is amazing.

Q: What will the key attractions be?

A: Extraordinary attractions in and around American Dream include:

- First indoor ski hill in North America at 800 feet long, 16 stories high and 165,000 square feet, including a professional ski school, extreme snowboarding park and fresh snow 365 days a year
- Magnificent glass-domed indoor amusement park

- Family-friendly glass enclosed massive water park with surfing
- 200-foot diameter, enclosed-capsule, outdoor observation wheel overlooking New York City
- State-of-the-art, 26-screen luxury movie theater with more than 5,000 seats and an outdoor lounge with expansive views of Manhattan
- World-class, intimate, live-music and performing-arts theater which seats 2,400 to 3,000 people
- Plus, an indoor skating rink, bowling alley, aquarium
- Miniature golf course
- Children’s museum
- International gourmet cuisine
- Nearly 1.7 million square feet of retail space, 1.1 million square feet of attractions and 150,000 square feet of fine dining and restaurants

Q: How easy will it be to get to American Dream?

A: American Dream is conveniently located on I-95 (New Jersey Turnpike) and only 15 minutes from Newark-Liberty International Airport, 30 minutes from LaGuardia Airport and 45 minutes from JFK International Airport.

Q: How will American Dream impact other retail establishments?

A: These types of projects draw close to 50 percent of their sales from tourists, thus increasing the market rather than dividing it up. The goal of American Dream is to draw more people to New Jersey just as we have to Minnesota and Edmonton, Canada, benefiting all retail in the area.

Q: What are your plans for the IZOD?

A: Without a doubt, the IZOD Center is a great asset to this area. The IZOD Center is an integral part of the complex and the entertainment future of the region. We plan to work closely with the center as we move forward.

Q: What is a realistic timetable for opening the project?

A: American Dream | Meadowlands will be open by late 2013.

Q: How many construction and permanent jobs will be created?

A: A study that we commissioned indicated that the project will create up to 8,900 construction jobs over the next 36 months, as well as 35,000 permanent jobs once the project is fully operational. In addition we anticipate more than 55 million annual visitors – resulting in an annual economic impact to the region of \$3.8 billion per year. For instance, Mall of America has an annual economic impact of \$2 billion.

The project’s progress can be followed at www.americandream.com or learn more about Triple Five at www.triplefive.com.

About Triple Five

Triple Five is a multinational conglomerate and diverse development and finance corporation, with offices in major U.S. and Canadian cities. Triple Five’s major and unique strength is its experience in a wide range of projects giving it the ideal expertise for creating successful mixed-use developments. Triple Five’s activities encompass the development, management and ownership of world-scale ventures in many fields including shopping centers, tourism projects, office buildings, municipal planning and development, revitalization programs, urban entertainment destinations, recreation and amusement parks, hospitality projects, residential developments, commercial and industrial real estate, auto and industrial manufacturing, natural resource development, technology research, venture capital, banking and finance. Triple Five develops, manages, owns and operates its world-wide enterprises through its staff of more than 2,000.