



Rubios
FRESH MEXICAN GRILL

Reebok
OUTLET STORES



POLO RALPH LAUREN
FACTORY STORE

ZALES
THE DIAMOND STORE *outlet*[™]

T O M M Y  HILFIGER

GUESS
FACTORY STORE

COLD STONE
CREAMERY



 **Samsonite**

COACH

NINE WEST
OUTLET

JOURNEYS

SUBWAY




NAUTICA

ULTRA
DIAMOND OUTLET

PERRY ELLIS
COMPANY STORE

Eddie Bauer
OUTLET



Nike Clearance Store

New Leasing Opportunities

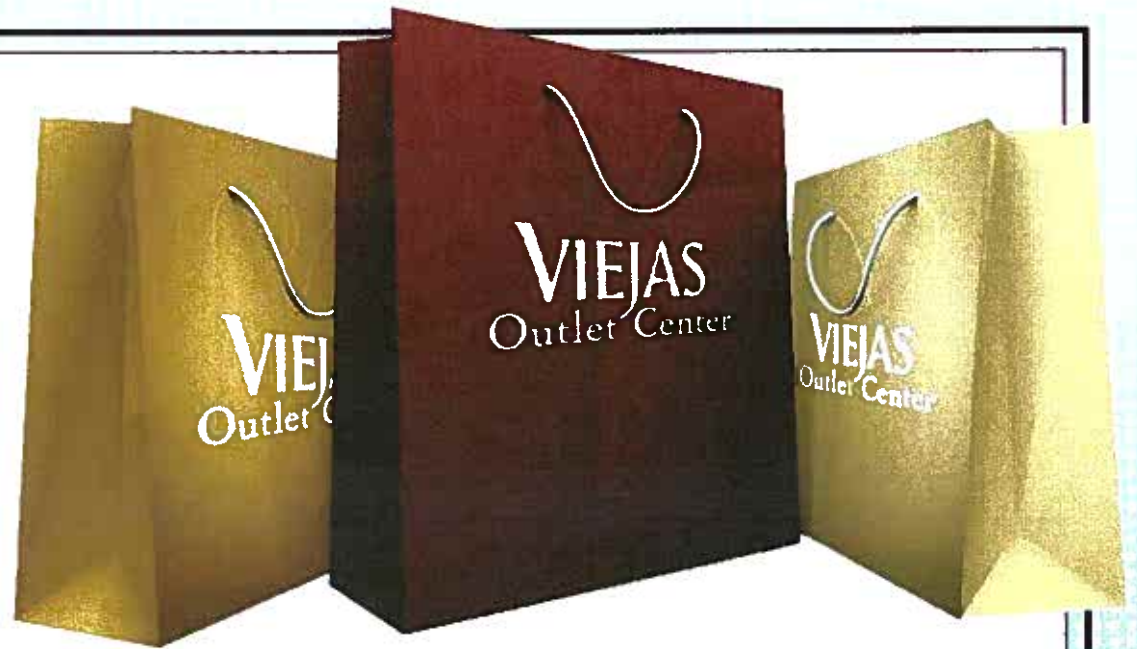
At San Diego's Only Outlet Center & Casino

VIEJAS[®]
Outlet Center

VIEJAS OUTLET CENTER

The award-winning Viejas Outlet Center presents itself as a truly remarkable place to shop, dine and experience life. This open-air, lifestyle shopping center reveals the natural surroundings of an authentic Native American village, with acres of lush landscaping, natural water features and massive rock formations.

Only 30 minutes from downtown San Diego, the Viejas Outlet Center is easy to reach for San Diegans and their visitors. Inside this 255,000 sq.ft. open-air shopping destination, shoppers will find America's favorite brands, eateries, and live entertainment.



Get in on the Action!

THEA
Award
Total Retail
Experience



AWARD WINNING ARCHITECTURE

The rich tradition and history of the Viejas Band of Kumeyaay Indians reflects a strong reverence for the natural elements of the Alpine Valley where they live. Therefore, the symbols of earth, water, wind, and fire are found throughout the retail Center in the form of mosaic designs, stone carvings, and colorful signage.

The architectural style and design of the Viejas Outlet Center has earned recognition from many trade organizations, civic and professional groups including the San Diego Orchids Award For Architecture, The International Council of Shopping Centers Award for Innovative Design, San Diego Magazine's "Best of" Award and Themed Entertainment Achievement Award for "Best Retail Experience" and for The Legend of Nightfire show. All of the elements combine to create a harmonious experience, bringing people the serenity of a meditative retreat or excitement they want and deserve in an outlet center.

On display throughout the center are 39 bronze, life-size sculptures of native wildlife. Mountain lions, black bears, bald eagles, coyotes and

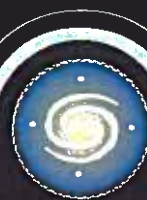
others were used by Sculptor Robert Berry, to create an environment of animals responding to each other as if they were engaging in their natural habitat.



VIEJAS OUTLET CENTER SPECIFICATIONS

- AREA COVERED – 37 ACRES
- GROSS LEASABLE AREA – 255,000 SQUARE FEET
- PARKING SPACES – 1141 SPACES
- ANNUAL VISITORS – 2 MILLION
- HOURS: MONDAY – SATURDAY 10AM TO 8PM
SUNDAY 11AM TO 7PM

- LOCATED 30 MILES EAST OF SAN DIEGO ON INTERSTATE 8 IN ALPINE, CALIFORNIA, AND ONLY ONE HOUR AWAY FROM BAJA CALIFORNIA AND THE TIJUANA BORDER
- ADJACENT TO THE 280,000 SQUARE FOOT VIEJAS CASINO WITH MORE THAN 5 MILLION VISITS ANNUALLY



SHOP • PLAY • ENJOY

With so much to see and do, there is something for everyone in the family. Children of all ages enjoy the Show Court fountain which allows them to emerge themselves in the action.

As night falls, fantastic shows come to life. The Power of Nightfire, embraces its watchers, as a fantastic tale of Native American folklore unfolds. Set in a scene of magic, viewers experience the most amazing displays of brilliant lights, water, music, dance, and pyrotechnics. Taking them on a magical journey, Nightfire unearths their senses, leaving its observers breathless.



Other seasonal shows include the Legend of the Ice Princess, and Splash Tracks: A Musical Journey of Hits. Admission to all water shows are free.



SAN DIEGO FACTS

- SAN DIEGO COUNTY 2002 POPULATION: 2,906,660
- MEDIAN AGE: 34
- MEDIAN HOUSEHOLD INCOME: \$47,067
- MEDIAN FAMILY INCOME: \$53,438
- POPULATION INCREASE BY 2005: 11%

- POPULATION INCREASE BY 2010: 18%
- CITY OF SAN DIEGO HAS 7TH LARGEST POPULATION IN THE U.S. WITH 1.25 MILLION RESIDENTS



CONCERTS IN THE PARK

Continually selling out year after year, the Concerts In The Park series is held in the Outlet Center and attracts thousands of guests annually. Framed against the breathtaking mountains of Southern California and a starry mountain sky, the 1,500-2,200 capacity outdoor arena is host to some of the biggest names in the industry, including acts such as Foreigner, Gretchen Wilson, Los Lonely Boys and Brooks & Dunn to name a few.



Each season proves to be an overwhelming success with record attendance. These concerts are a perfect means to bringing diverse consumers to the Outlet Center.

VIEJAS CASINO

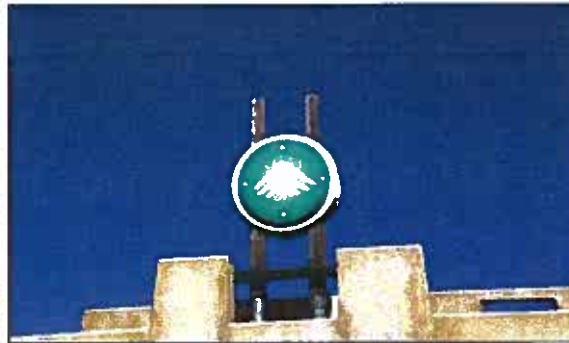
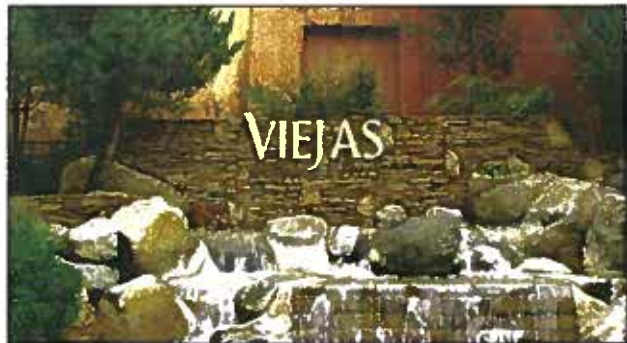
The casino is one of the largest and most successful Native American casinos in the nation, hosting more than 5 million visitors each year. Open 24 hours a day, players may choose from 2,000 of the most popular slot machines in the industry or from over 80 table games. Viejas Casino also houses a 150-seat off-track betting facility and a 1,500-seat bingo pavilion. The casino provides visitors with five distinct dining options from an elegant steakhouse to a 350-seat buffet.



MARKETING SUPPORT

Through strategic marketing, Viejas Outlet Center gains widespread exposure throughout the region. The Center supports its sales, special promotions and entertainment events with extensive advertising and public relations campaigns in the General Market and in the Hispanic Market. Utilizing innovative and effective multi-media advertising campaigns, the Center incorporates radio, print, outdoor, television, direct mail and e-marketing to reach our target markets, including the Hispanic market in both San Diego

County and across the Mexican border. Viejas Outlet Center creates excitement and adds entertainment value to the guest experience while strengthening the exposure of your brand. This is accomplished by implementing special events and promotions that create awareness, reach and compel new customers to visit and reinforce the brand personality of the Center's properties – all while positively affecting the bottom line.



SAN DIEGO COUNTY HOUSEHOLD INCOME FORECAST 1995 TO 2020

HOUSEHOLD INCOME	NUMBER OF HOUSEHOLDS					PERCENT CHANGE
	1995	2005	2010	2020		
\$100,000 OR MORE	81,088	124,637	143,209	184,993	128%	
\$75,000-\$99,999	82,608	113,954	127,213	154,625	87%	
\$50,000-\$74,999	187,050	232,034	252,554	291,903	56%	
\$35,000-\$49,999	177,537	203,349	217,057	241,202	36%	

HOUSEHOLD INCOME	NUMBER OF HOUSEHOLDS				PERCENT CHANGE
	1995	2005	2010	2020	
\$25,000-\$34,999	137,383	148,249	155,942	168,236	22%
\$15,000-\$24,999	135,360	138,290	143,543	150,770	11%
\$10,000-\$14,999	58,311	57,120	58,695	60,427	4%
LESS THAN \$10,000	75,042	71,069	72,464	73,495	-2%

SOURCE: SANDAG



COMMUNITY EVENTS AND INVOLVEMENT

The Viejas Outlet Center hosts many events, activities and community programs.

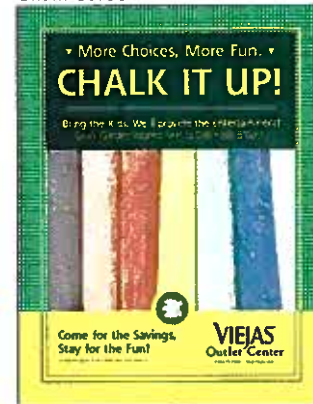
Southern California's Largest Outdoor Ice Skating Rink



Movies in the Park



Chalk Garden



Sage & Song Bird Festival



Annual Championship BBQ Competition



R E S O U R C E S

VIEJAS OUTLET CENTER

5005 Willows Road. Alpine, California 91901

619-659-2070, 800-847-6537

Fax: 619-659-2077

ViejasOutletCenter.com

VIEJAS WEB SITE

Viejas.com

VIEJAS ENTERTAINMENT & PRODUCTION

ViejasEntertainment.com





