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St. Petersburg
Times

FOR IMMEDIATE RELEASE
March 24, 2011

Contact: Jounice Nealy-Brown
727-893-8289
nealybrown@sptimes.com

Times Named Media Partner with Tampa's WestShore Plaza

TAMPA BAY, Fla. – The *St. Petersburg Times* is pleased to announce that it has been named the exclusive media partner of WestShore Plaza as part of an agreement with the center's owners that also includes sponsorship of the children's play area.

WestShore Plaza is a regional shopping, dining and entertainment center with more than 130 stores, including Saks Fifth Avenue, JCPenney, Sears and Macy's.

The *Times* also will have a significant marketing presence in other parts of the mall and will have the opportunity to distribute the *Times* and *tbt* Tampa Bay Times* on the property. Although a theme for the kids' play area has not been announced, the play area will be completely remodeled in the coming months. More details about an official grand opening are coming soon.

"It's exciting to partner with WestShore, who provides a powerful presence in this very attractive shopping region," said Bruce Faulmann, vice president of sales and marketing at the *Times*. "We think parents and kids will love the new play area and we'll be able to add to the shopping experience in a lot of other ways," he said.

The *Times* has several major partnerships in the Tampa Bay area and is excited to add WestShore Plaza to a growing list of special partners.

"WestShore Plaza is thrilled about partnering with the *St. Petersburg Times* to offer our younger customers a new and exciting place to play," said Kristy Genna, marketing director for WestShore Plaza. "WestShore Plaza is looking forward to working with our new partner on branding efforts and the ability to bring more information and events to our shoppers."

About the St. Petersburg Times and TampaBay.com

The *St. Petersburg Times* is widely considered one of the Top Ten newspapers in America. The *Times* has won eight Pulitzer Prizes, including two in 2009. The *Times* is produced by the Times Publishing Company, which also publishes **TampaBay.com** - Tampa Bay's largest local news Web site with nearly 1.5 million unique visitors each month (Nielsen NetView three-month average for 10/10-12/10). Additionally, the

company publishes the free daily *tbt** **Tampa Bay Times** and the Pulitzer Prize-winning Web site, **PolitiFact.com**; and produces special events, specialty publications, and targeted advertising programs.

About WestShore Plaza

WestShore Plaza is anchored by Macy's, JCPenney, Saks Fifth Avenue and Sears and is located at corner of West Shore and Kennedy Blvds. in Tampa. Along with over 120 specialty shops, WestShore Plaza features exclusive dining options including Maggiano's Little Italy, Mitchell's Fish Market, PF Chang's China Bistro, Palm Restaurant and Seasons 52. For more information about WestShore Plaza, please visit www.westshoreplaza.com. WestShore Plaza is open Sunday 12 p.m. to 6 p.m. and Monday – Saturday 10 a.m. to 9 p.m. WestShore Plaza is a joint venture property with Blackstone and Glimcher Realty Trust. WestShore Plaza is managed by Glimcher Realty Trust of Columbus, Ohio.