

Water Tower Place

Michigan Avenue • Chicago

For Immediate Release
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Water Tower Place Partnership Cruises into 2010 with Water Tower Place Shop and Cruise Package for Tour Groups

Promotion partners Chicago's First Lady Cruises and the Chicago Architecture Foundation to offer critically-acclaimed architecture river cruise with Premier Perks incentives.

Water Tower Place, Chicago's First Lady Cruises and the Chicago Architecture Foundation (CAF) announces the Water Tower Place Shop and Cruise Package. This partnership offers travel groups a money-saving cultural, retail and dining package. The Water Tower Place Shop and Cruise Package, is available beginning May 1, 2010 and continuing through November 20, 2010.

This one-of-kind collaboration includes special pricing for passage on Chicago's top-rated and critically-acclaimed tourist attraction, The Official Chicago Architecture Foundation River Cruise, unique group dining options at the innovate restaurant foodlife in Water Tower Place; plus shopping savings and incentives through the Water Tower Place Premier Perks program.

The ninety-minute river cruise highlights 53 significant buildings with commentary provided by CAF-certified, volunteer docents/guides. Tour Groups will become immersed in Chicago's world renowned riverfront architecture while cruising on the main, north and south branches of the Chicago River. Chicago's First Lady's fleet of custom-designed, luxury vessels offer guests seating in open-air upper decks or the climate-controlled interior salons.

Cruises depart from Riverside Gardens located on Chicago's new Riverwalk, at Michigan Avenue and Wacker Drive, just 8 short blocks south of Water Tower Place. There is a convenient motorcoach drop-off area adjacent to the boat dock.

Water Tower Place Premier Perks feature more than 60 exclusive savings and incentives throughout Water Tower Place, including Macy's and American Girl Place, and includes a signature gift with purchase.

Foodlife, located in Water Tower Place, is offering Shop and Cruise guests a special all you can eat price of \$16.95 per person for either lunch or dinner. This price doesn't include tax or gratuity. Foodlife features 14 distinctive kitchens, each with unique menu that are made from scratch daily. The wide-ranging urban dining venue offers everything from freshly-tossed salads, barbeque, burgers, pasta and tacos to Chinese and Thai food. A private dining room is available for groups booking this special package.

The package offers groups flexibility and ease of booking. Groups can choose to cruise either before or after a day of shopping at Water Tower Place and may choose to dine at foodlife,

known for its wide variety of dining options. A group can book the package via phone or on-line.

“This package offers it all,” Katie Lindsay, marketing manager for Water Tower Place, “an incredible indoor shopping experience at Chicago’s world famous Water Tower Place on Chicago’s Magnificent Mile and an unforgettable outdoor experience aboard the Chicago Architecture Foundation river cruise showcasing Chicago’s world-famous architecture.”

To reserve space contact Jennifer Devermann, Group Sales Manager, the Chicago Architecture Foundation, 312-322-1131 or email Jdevermann@architecture.org. Group reservations are welcomed all year.

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Water Tower Place is recognized as one of America's Premier Shopping Places, a unique collection of tourism-oriented shopping centers located throughout the USA owned by General Growth Properties, Inc. For a complete listing of America's Premier Shopping Places and special offers for travelers, please visit www.AmericasShoppingPlaces.com.

Water Tower Place is owned and/or managed by General Growth Properties, Inc. GGP currently has ownership interest in, or management responsibility for more than 200 regional shopping malls in 43 states, as well as ownership in planned community developments and commercial office buildings. The company’s portfolio totals approximately 200 million square feet of retail space and includes over 24,000 retail stores nationwide. The company is listed on the New York Stock Exchange under the symbol GGP. For more information, please visit the company web site at <http://www.ggp.com>.

The Chicago Architecture Foundation (CAF) is a nonprofit organization dedicated to advancing public interest and education in architecture and design. The Chicago Architecture Foundation pursues this mission through architecture tours, exhibitions, panel discussions, and youth and adult education programs. For further information visit www.architecture.org or call 312.922.3432.

Chicago’s First Lady owns and operates four luxury yachts: Chicago’s First Lady, Chicago’s Little Lady, Chicago’s Fair Lady and Lady Grebe. Chicago’s First Lady’s fleet departs from Michigan Ave. & Wacker Dr. on Chicago’s Magnificent Mile. As stewards of Chicago’s waterways, Chicago’s First Lady is dedicated to helping protect the environment. For more information visit www.Cruisechicago.com