

MORAVIAN BOOK SHOP TO OPEN SECOND LOCATION IN THE SHOPS AT CITY CENTER IN DOWNTOWN ALLENTOWN

Allentown, PA, May 8, 2015 – City Center Lehigh Valley, a major mixed-use development in downtown Allentown, and the Moravian Book Shop, the oldest continuously operating book shop in the United States, announced today that the Book Shop will open a second location in The Shops at City Center in September 2015. The Book Shop will be located on the first floor of Two City Center at 645 Hamilton Street.

“Our roots in Bethlehem, Pennsylvania, date back to 1745, and Bethlehem will always be our home,” said Richard Santee, president of the Book Shop’s board of directors. “It is part of our mission statement that the Moravian Book Shop ‘work within the Bethlehem community as representatives of the Moravian Church.’ We feel confident that a satellite location in Allentown will not diminish or adversely affect the foot traffic, patronage, sales or our commitment to our Main Street Bethlehem location. Opening a second location in Allentown provides a wonderful opportunity for the Book Shop to expand its presence and reach a new market and customer base, all of which is consistent with our mission and purpose. The Moravian Book Shop is excited to be a part of the revitalization taking place in the City of Allentown and play a role in its development at a great location in the heart of the downtown.”

The Moravian Book Shop in Allentown will be a 3,800 square-foot book and gift shop consistent with the current location in Bethlehem. It will occupy the remaining retail space in Two City Center, which is home to The Hamilton Kitchen & Bar, Sorrelli and Minuteman Press. Starbucks and Ruby’s Floral Factory will open in the building this summer.

“The Moravian Book Shop will be a great addition to downtown Allentown,” said City Center President J.B. Reilly. “We were excited to learn of their desire to grow their brand while keeping their roots firmly in Bethlehem. We embrace that plan with them and look forward to a great relationship.”

The Shops at City Center is a vibrant, premier, walkable shopping destination in Downtown Allentown with 21 retail suites among new office buildings, newly renovated historic buildings and the new pedestrian ArtsWalk. City Center’s prime retail locations are near hip restaurants and bars, a flood of attractive new office space, new luxury apartments, the beautiful new Renaissance Allentown Hotel and the city’s new 10,000-seat hockey and events arena, PPL



Center. The Shops at City Center offer free patron parking in the PPL Center deck. Some of the best national brands and best local operators have taken advantage of City Center's aggressive lease terms and first-class design and build services, including Starbucks, Shula's Steak House, Sorrelli Jewelry, Minuteman Press, Ruby's Floral Factory, ROAR Social House & HUSH, The Hamilton Kitchen & Bar, Tony Luke's, The Dime and Lehigh Valley Health Network Fitness Center.

About Moravian Book Shop:

The Moravian Book Shop, the oldest, continuously operating book shop in the U.S., was founded in 1745 when the Moravian Church appointed Samuel Powell of the Church's Crown Inn on the south side of the Lehigh River to operate a bookstore. After several locations, the Moravian Book Shop was moved to the Church's publications building near the Central Moravian Church in 1871. Today, the Moravian Book Shop's home is this same site on Historic Main Street in Bethlehem, Pennsylvania. In addition to a fine selection of books, the store also offers a wide variety of distinctive merchandise. Visit www.moravianbookshop.com to learn more.

About City Center Lehigh Valley:

[City Center Lehigh Valley](#) is a major mixed-use development that is helping transform downtown Allentown, Pennsylvania, into one of America's most vibrant urban communities and a regional center of excellence for business, culture and metropolitan living. With Allentown's new arena, PPL Center, at its core, City Center includes three Class A office towers, the Renaissance Allentown Hotel and The Shops at City Center as well as upscale restaurant space, loft-style office space and a coworking space called Velocity. City Center is constructing Strata Luxury Flats and additional restaurant and retail space by late 2015 – a total investment of \$400 million.

Media Contacts:

Jeff Vaughan, Vaughan Communications Group, 610-533-4264

Richard Santee, Moravian Book Shop Board of Directors, 610-691-7000