



RUBY'S FLORAL FACTORY TO OPEN STORE IN THE SHOPS AT CITY CENTER IN SUMMER 2015

Premier Full-Service Florist with Downtown Bethlehem Shop to Expand with Sleek, Modern, Urban Store in Booming Downtown Allentown

Allentown, PA, April 27, 2015 – City Center Lehigh Valley, a major mixed-use development in downtown Allentown, announced today that Ruby's Floral Factory, a premier full-service florist with a shop in downtown Bethlehem, will open a second store in The Shops at City Center in the summer of 2015. Ruby's founder, lead designer and owner Keith Royal and City Center's Leasing Manager Jarrett Laubach made the announcement jointly.

Ruby's, which designs fresh and silk flower arrangements for individuals, events and corporate clients, including PPL Center, will occupy the space next to Starbucks on the first floor of Two City Center, the upscale office and retail building at 645 Hamilton Street. Ruby's specializes in high-end unique flowers, including a broad base of tropical flowers, and buys much of its supply directly from local growers. Its goal in Allentown is to create a sleek, modern, urban store similar to the flower shops of New York City.

"Ruby's is bringing a piece of New York City to Allentown," Royal said. "We've studied a lot of shops in New York in order to make our second location an evolution of what we offer now. Our customers will enjoy a big-city experience with the old-fashioned Southern hospitality we're known for," added Royal, who is from Georgia originally.

Royal, who sponsors regular professional development for his employees, will employ a lead designer in both of his stores at all times to create custom arrangements on the spot. Ruby's, which does extensive event work in the Lehigh Valley, New York City and Philadelphia, aims to create for all of its customers "anything that's you and unique."

"We want everyone from the boyfriend with \$30 to spend to the bride planning her wedding and reception to the corporate client who wants a themed floral sculpture," Royal said. "In downtown Allentown we'll have easy access to all of those customers in a trendy location."

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, the city's new 10,000-seat hockey and events arena (PPL Center), and more than 5,000 parking spots. 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.

For more information about leasing retail space at City Center, contact Leasing Manager Jarrett Laubach at jarrett@citycenterlehighvalley.com.

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 two Class A office towers, the Renaissance Allentown Hotel, upscale restaurant and retail space, loft-style office space and a coworking space called Velocity. City Center is constructing a third Class A office building, Strata Luxury Flats and additional restaurant and retail space by late 2015 – a total investment of \$400 million. Visit www.citycenterlehighvalley.com to learn more.

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