



“THE SHOPS AT CITY CENTER” LAUNCH WITH THE OPENINGS OF SORRELLI AND MINUTEMAN PRESS

Jewelry Store and Print Provider Hold Joint Ribbon Cutting at Two City Center as Developer Ramps Up Retail Downtown

Allentown, PA, April 24, 2015 – City Center Lehigh Valley, a major mixed-use development in downtown Allentown, today officially launched “The Shops at City Center” with a ribbon-cutting ceremony for its first two stores, Sorrelli, a national fashion jewelry company, and Minuteman Press of the Lehigh Valley, the area’s leading print provider. The stores recently opened side by side on the first floor of Two City Center at 645 Hamilton Street, where they will be joined by a Starbucks store this coming June.

Sorrelli, which designs handcrafted jewelry from genuine Swarovski crystals and semi-precious stones, was founded in 1983 by Lisa Oswald, a Kutztown University graduate. The family-owned company has stores in Kutztown, Pennsylvania and Montclair, New Jersey. It also sells jewelry online at sorrelli.com and through major retailers Amazon, Bloomingdale’s and Anthropologie as well as more than 400 independent retailers nationwide. Sorrelli pieces, including necklaces, earrings, bracelets, rings and gift sets, are designed to become heirlooms, handed down through generations.

“We are beyond excited to open our doors to new collectors in Allentown and throughout the Lehigh Valley,” said Oswald, Sorrelli founder and head designer. “Sorrelli is all about heritage, so being part of the revitalization pulled at our heartstrings. We cannot wait to see the city grow and flourish and want our store to be a place for people to spend time, try on jewelry and feel good about themselves.”

Minuteman’s store offers rapid digital print and copy services using state-of-the-art Canon production equipment as well as marketing, design and mailing services, promotional products and garments, blueprints, posters, invitations and more. It also offers pack-and-ship services for City Center’s tenants. Two City Center is Minuteman’s sixth Lehigh Valley location and the second Allentown location for the nationally recognized printing franchise, which has more than 900 stores worldwide.



“Minuteman is thrilled to open in the heart of downtown Allentown’s business district,” said David Pike, owner of Minuteman Press of the Lehigh Valley. “With more than 3,000 new office professionals bringing the total to more than 12,000, and with new visitors, hotel guests and residents, downtown Allentown has a huge base on which to build our business.”

“City Center is pleased that Sorrelli and Minuteman have selected downtown Allentown to grow their retail presence,” said J.B. Reilly, president of City Center. “This marks the start of a long list of retailers we plan to announce and welcome to The Shops at City Center in the near future.”

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, 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 Sorrelli:

Sorrelli, Inc. is a family-owned jewelry design company based out of Kutztown, Pennsylvania. Designed since 1983, Sorrelli jewelry is handcrafted from genuine semi-precious stones, featuring SWAROVSKI® ELEMENTS. Sorrelli’s pieces are designed to become heirlooms, handed down through the generations. With a lifetime guarantee on each piece of jewelry, Sorrelli can be enjoyed for decades. For more information about Sorrelli, Inc. please visit www.sorrelli.com or call the Sorrelli headquarters at 1.800.876.7735.

About Minuteman Press of the Lehigh Valley:

Minuteman Press of the Lehigh Valley is a family owned and operated full-service printing and promotional products company -- a creative, single-source business partner for printing, copying, marketing and mailing services and promotional products. The stores can provide everything needed to effectively brand, market and advertise a business. They also offer offset,



digital and large-format printing, copying, and design, bindery and mailing services to meet every need. The company strives to provide quality products delivered in a timely manner and with a high level of personalized service. Visit www.mmplv.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 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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