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FOR IMMEDIATE RELEASE

**NEW ROCKY MOUNTAIN PLAY PARK
OPENS TODAY AT CHERRY CREEK SHOPPING CENTER**
*Featuring world famous Looney Tunes characters in a play area designed to
inspire healthy and active lifestyles*

DENVER, CO (August 5, 2010) – Cherry Creek Shopping Center is pleased to announce today the opening of the Rocky Mountain Play Park featuring the iconic Looney Tunes characters taking part in some of the healthy and fun activities that the Rocky Mountains offer. In partnership with HealthONE’s Rocky Mountain Hospital for Children and Warner Bros. Consumer Products, the new play park is located inside the shopping center just outside Macy’s on the lower level.

“Cherry Creek’s play area has long been a beloved landmark for families in the Denver metro area,” says Dave Dixon, Marketing & Sponsorship Director for the shopping center. “We are thrilled to have partnered with HealthONE’s Rocky Mountain Hospital for Children and Looney Tunes to make this favorite spot in the mall even better with a brand-new fun and innovative play experience.”

The Rocky Mountain Play Park is a sensory experience allowing children of all ages the opportunity to fully immerse themselves in the adventurous activities found in the Rocky Mountains. Kids are welcomed into the new play park by the Rocky Mountain Hospital for Children mascot, Jack the River Otter as he sits on his kayak. Kids can hangout with Bugs Bunny as he takes a “carrot break” from his hike, ride in a river raft with Sylvester and Tweety, whiz down a slide with Porky Pig and Martin the Martian, fish with the Tazmanian Devil, camp with Elmer Fudd, plus much, much more.

“We are so excited to have partnered with Cherry Creek Shopping Center and Looney Tunes in the development and sponsorship of this wonderful play park,” says Beverly Petry, Chief Marketing Officer for HealthONE’s Rocky Mountain Hospital for Children. “Its focus on healthy and fun activities for children parallels the emphasis we place on encouraging healthy and active lifestyles in the community, for not only the Rocky Mountain Hospital for Children, but across the entire HealthONE network of hospitals.”

The play area is filled with kid-friendly, custom-crafted soft foam play elements that were designed and manufactured by PLAYTIME LLC, locally-based in Englewood, CO.

An official Grand Opening and Ribbon Cutting Ceremony is taking place this morning at 9:30 a.m. Prior to the ribbon cutting, representatives from each of the participating companies will make brief statements including: Nick LeMasters, General Manager—Cherry Creek Shopping Center, Mimi Roberson, President—HealthONE's Rocky Mountain Hospital for Children at P/SL, and Jack Chang, M.D. Pediatric Surgeon, Co-Founder—Rocky Mountain Hospital for Children. An official Warner Bros. caricature artist will be on-site drawing caricatures for the kids and Mike Evans, CEO of PLAYTIME will be available to talk about what goes into making the custom, Looney Tunes play pieces. The play park will open to the public at 10:00 a.m.

About Looney Tunes Play Areas

The Looney Tunes concept evolved from a national alliance between Taubman Centers Inc. (NYSE: TCO), the manager of Cherry Creek Shopping Center, and Warner Bros. Consumer Products. Cherry Creek is the eighth such playscape to open nationally, with the first debuting at Taubman's Northlake Mall in Charlotte, N.C., in September 2005.

About Cherry Creek Shopping Center

Located in the heart of Denver, Cherry Creek Shopping Center offers the Rocky Mountain region's most exciting shopping environment including Saks Fifth Avenue, Neiman Marcus, Macy's, Nordstrom, Tiffany & Co., Ralph Lauren, Elway's Restaurant, an eight-screen movie theater and more than 160 other fine specialty stores and services. Shopping hours are 10 a.m. to 9 p.m. Monday through Saturday, 10 a.m. to 9 p.m., 11 a.m. to 6 p.m. Sunday. Preview the stores, the styles, the sales at shopcherrycreek.com.

About Rocky Mountain Hospital for Children

Rocky Mountain Hospital for Children at Presbyterian/St. Luke's Medical Center (P/SL) has been helping families from across the Rocky Mountains and Great Plains for nearly 20 years with specialized children's medical services. Construction is under way for a state-of-the-art facility on P/SL's campus at 20th and High Street in Denver. The Rocky Mountain Hospital for Children at P/SL will move into its new home in August 2010.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About PLAYTIME, LLC

PLAYTIME has manufactured and constructed eight Looney Tunes playscapes for Taubman. Each playscape is custom-designed to capture the passions of the local community. PLAYTIME markets, designs, manufactures and installs custom soft sculpted play areas in many different market segments.

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