



THE LEGENDS AT VILLAGE WEST

FOR IMMEDIATE RELEASE

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THE LEGENDS TO HOST KANSAS RACEFEST 2007

Event includes four days of interactive displays, drivers and show cars.

Kansas City, Kan. (September 12, 2007) – The Legends at Village West will host the second annual Kansas RaceFest to celebrate the upcoming race events taking place at Kansas Speedway the last weekend in September. Presented by Toyota and Price Chopper, Kansas RaceFest 2007 will be held Thursday, September 27th through Sunday, September 30th throughout the 1.2 million square-foot shopping and entertainment center which is located near the intersection of I-70 and I-435, directly adjacent to the Kansas Speedway.

Kansas RaceFest 2007 is a four-day event leading up to the Kansas 400 at Kansas Speedway on Sunday Sept. 30th. RaceFest will include a full weekend of hands-on racing activities, as well as autograph sessions with over 30 drivers, live music, RaceFest Bike Night and VIP parties located at both Dave and Busters and Caliente Cuban Restaurant.

Kansas RaceFest 2007 will have daily activities throughout the four days located in the parking lot near Cheeseburger in Paradise and throughout the shopping center. Race fans can enjoy interactive displays including the AT&T Pit Stop, Toyota Rev and Win, Toyota Power Challenge and Toyota Burn Out.

The event kicks off Thursday, September 27th from 4:00 to 9:00 p.m. featuring more than 30 drivers available for autographs with the majority of drivers appearing between 7:00 and 9:00 p.m. The autograph signing event is presented by KC Life and will feature drivers such as Ward Burton, Jeff Burton, David Stremme, Brian Brown, Danny Lasoski, Eric McClure, Richard Johns, Jennifer Jo Cobb and many others.

“As a KCK native, it’s awesome to see how The Legends has grown. I’m thrilled to be a part of such an exciting event as Kansas RaceFest 2007 at my home track,” stated Jennifer Jo Cobb, NASCAR Busch Series driver.

Additional NASCAR and USAC Silver Crown drivers will be available for autographs after the race on Friday, September 28th. Also on Friday, the first RaceFest Bike Night sponsored by Monster Energy Drink will be held beginning at 5:00 p.m. The Bike Night Headquarters and dedicated bike parking will be located in the lot behind T.J. Maxx and Linens-N-Things. On Saturday at 7:00 pm, KFKF will present the John Joiner Band in the center courtyard, a rising local band featuring a “hot rod country feel with Texas blues influences.”

Kansas RaceFest 2007 was created with not only the race attendees in mind, but also the local Kansas City race fans that may not be attending the race itself. The family-friendly event will include something for all ages, such as racing games and a close-up look at more than 30 show cars. All events are free to the public. Kansas RaceFest is held every April and September due to the major racing events at Kansas Speedway and is produced and managed by Hero Sports & Entertainment.

Whether visitors are planning on attending Kansas RaceFest 2007 or just wanting to visit The Legends for their 97 stores and restaurants, traffic anxiety can be avoided by knowing the best routes in advance. There are many entrances into The Legends that are underutilized year-round which should be especially considered during race weekend. Parallel Parkway surrounds the north entrances to The Legends and is an easy exit off I-435 or can be taken from I-635 to avoid the I-435/I-70 intersection all together.

“Whether it’s race weekend or any weekend, we always advice visitors to enter The Legends off Parallel Parkway,” said Amy Kraft, marketing director at The Legends. “Because most cars are coming from State Avenue through Village West, we find that Parallel Parkway is fast and easy for drivers while being conveniently located to our stores and restaurants. Plus, it’s the closest entrance to the three-level parking garage.”

For more information on Kansas RaceFest 2007, please visit LegendsShopping.com.

About The Legends at Village West

The Legends is a 1.2 million square-foot destination development situated in the heart of Village West, the hot new retail and Entertainment District in Kansas City, Kan. The Legends brings family-friendly entertainment to Village West and features a unique mix of one-of-a-kind entertainment venues, retail and restaurant offerings designed to draw out-of-state visitors. The property currently has 99 stores and restaurants open and is located at the intersection of Interstate 435 and State Avenue in Kansas City, Kan. The Legends Shopping Center hours are 10:00 a.m. to 9:00 p.m. Monday through Saturday and 11:00 a.m. to 6:00 p.m. on Sunday with some stores and restaurants open extended hours. To learn more about The Legends, visit <http://www.LegendsShopping.com>

About RED Development, LLC

RED Development, LLC, formed in 1995, develops, leases, manages and owns shopping centers in rapidly growing communities throughout the Midwest and Southwest. The company primarily focuses on open-air, regional shopping centers, known as lifestyle centers. Additionally, the company has experience in the development of power and community centers. RED Asset Management was formed in early 2004 to provide property management services for RED’s growing portfolio. RED has more than 25 centers open, in development, or under construction, totaling more than 13 million square feet. RED has more than 125 employees and is co-headquartered in Scottsdale, Ariz., and Kansas City, Mo. To learn more about how RED is “REDefining” retail development, visit www.reddevelopment.com.

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EVENT SCHEDULE

PRESENTED BY TOYOTA AND PRICE CHOPPER

THURSDAY, SEPTEMBER 27

4-9PM Autograph Signings Presented by KC Life
Over 30 drivers will appear in 2-hour shifts between 4pm-9pm. The majority of drivers will arrive between 7pm-9pm. All drivers subject to change. Drivers will be located throughout The Legends. Drivers include:

Ward Burton	Jeff Burton
David Stremme	Brian Brown
Danny Lasoski	Eric McClure
Richard Johns	Jennifer Jo Cobb

Race Show Cars on display throughout the center

Fan Interactive displays located in the parking lot near Cheeseburger in Paradise. Exhibits feature AT&T Pit Stop, Toyota Rev and Win, Toyota Power Challenge and Toyota Burn Out.

FRIDAY, SEPTEMBER 28

10AM-9PM Race Show Cars on display throughout the center

Fan Interactive displays located in the parking lot near Cheeseburger in Paradise. Exhibits feature AT&T Pit Stop, Toyota Rev and Win, Toyota Power Challenge and Toyota Burn Out.

Following Race USAC Silver Crown Drivers and NASCAR Drivers
Located throughout the center

Starting at 5pm RaceFest Bike Night sponsored by Monster Energy Drink
Bike Night Headquarters and dedicated parking located behind TJ Maxx

SATURDAY, SEPTEMBER 29

10AM-9PM Race Show Cars on display throughout the center

Fan Interactive displays located in the parking lot near Cheeseburger in Paradise. Exhibits feature AT&T Pit Stop, Toyota Rev and Win, Toyota Power Challenge and Toyota Burn Out.

7PM-9PM KFKF presents John Joiner Band (center courtyard)

SUNDAY, SEPTEMBER 30

10AM-12PM Race Show Cars on display throughout the center

Fan Interactive displays located in the parking lot near Cheeseburger in Paradise. Exhibits feature AT&T Pit Stop, Toyota Rev and Win, Toyota Power Challenge and Toyota Burn Out.