

FOR IMMEDIATE RELEASE

CONTACT:

Gentry Baumline-Robinson
Gbaumline-robinson@iscmotorsports.com
386-681-6222

Anna Duggan
anna@cohnmarketing.com
303-839-1415 ext. 143

ONE DAYTONA SIGNS MORE NEW-TO-MARKET TENANTS

Lily Pulitzer signature store, Ben & Jerry's and Sprint added to the 300,000-square-foot mixed-use destination

DAYTONA BEACH, Fla., June 30, 2017 – ONE DAYTONA, International Speedway Corporation's ("ISC") premier mixed-use and entertainment destination located across from Daytona International Speedway, announced today that Pink Narcissus, a Lily Pulitzer signature store, Ben & Jerry's and Sprint have confirmed leases.

These additions amplify Daytona Beach as a desirable destination and further solidify ONE DAYTONA as a unique place that provides a surprising retail experience for its visitors. Pink Narcissus, Ben & Jerry's and Sprint join an already alluring retail mix anchored by the 67,000-square-foot Bass Pro Shops® Outpost that opened in February 2017 and the 12-screen Cobb Daytona Luxury Theatres that opened in December 2016. ONE DAYTONA's forward thinking concept continues to lure first-to-market national and international brands wanting to get in on the action including Kasa Living, Clair de Lune, and BUILT Custom Burgers, Lindbergh and Designers Market, Rock Bottom Restaurant & Brewery, Oklahoma Joe's BBQ, MidiCi: The Neapolitan Pizza Company, P.F. Chang's, GameTime, Guitar Center, Kilwins Confections, IT'SUGAR, Jeremiah's Italian Ice, Tervis, Sunglass World, Hy's Toggery and Venetian Nail Spa.

ONE DAYTONA is a premier shopping, dining and entertainment hub that offers so much more than the typical big box shopping center. The destination's proximity to the Speedway also gives visitors premiere access to high-profile sports and entertainment events.

"National retailers and iconic brands are coming into this market and we knew that now was the right time, we had to be here," said Danny Quinton, owner, Pink Narcissus. "ONE DAYTONA truly offers an unprecedented experience that you won't find anywhere else."

ONE DAYTONA's addition of Pink Narcissus, a Lily Pulitzer signature store, brings another first to the region designer brand. Lily Pulitzer's distinctive label is known for its fun, playful style popular among celebrities and fashion forward consumers alike. The designer's ever changing styles of Boho-chic, preppy, modern and vintage with bright color print combinations, and classic sleeveless shift dresses were made famous by Jacqueline Kennedy Onassis (Jackie Kennedy) and quickly catapulted to high demand fashion where the brand remains. Pink Narcissus's ONE DAYTONA location makes it its fourth Florida location, the state where the brand was founded, operating stores in Panama City Beach, Tallahassee and Gainesville. It will occupy a 1,932 square-foot space next to Lindbergh, an international men's fashion retailer headquartered in Denmark with stores throughout Europe and a handful of major U.S. markets.

“Daytona Beach, with its similarities to Panama City Beach, another Florida destination where we operate, was on our radar with its recent and ongoing redevelopments,” Quinton continued.

ISC just created the world’s first motorsports stadium with its redevelopment at Daytona International Speedway and with that came unparalleled national and even international attention. ONE DAYTONA visitors can also enjoy its diverse dining options including the newly added and locally owned Ben & Jerry’s franchise. The iconic brand, known for its luxurious and creative ice cream and frozen treats, will be located just two doors down from Pink Narcissus. Nicole and Robert Nettles, franchisees with strong connections to the northeast Florida area, will operate the 1,300 square-foot store. The Nettles own another Ben & Jerry’s location and two private jewelry businesses, Blue Water Jewelers, in nearby St. Augustine. Ben & Jerry’s is selective in its franchised Scoop Shop locations and ONE DAYTONA seemed a natural next step with the influx of visitors from the neighboring Daytona International Speedway, according to Nicole Nettles.

“When this opportunity came about, we knew we had to jump on it,” said Nettles. “We’re excited to be at a location bustling with so many different events and experiences. “

Sprint will bring its world-class wireless and communications services to Daytona Beach in a 1,490 square-foot ONE DAYTONA location, next to Designers Market, a DK Company boutique concept based out of Denmark that features internationally vogue fashion and luxury for less. As of the close of 2016, Sprint had served some 59.5 million connections and is known for developing innovative technologies, leading no contract brands, instant national and international push-to-talk capabilities and a global Tier 1 backbone.

“These additions further propel ONE DAYTONA’s retail, dining and designer fashion mix,” said Jeff Boerger, ISC’s Vice President of Corporate Development. “We have continued to define ONE DAYTONA as a best-in-class destination by bringing a balanced mix of well-known, loved and unique-to-market bold brands to the Daytona Beach community and east Central Florida.”

Located at the intersection of I-95 and I-4, ONE DAYTONA is slated to open fourth quarter 2017.

About ONE DAYTONA

ONE DAYTONA will feature a 300,000 square-foot retail, dining and entertainment district, totaling a projected investment of approximately \$120–150 million, along with two hotels and residential space. Visitors, race fans, will know ONE DAYTONA and residents as the place to live, work, stay and play in Daytona Beach. For more information and the latest updates, visit OneDaytona.com, follow us on [Twitter](https://twitter.com/ONEDAYTONA) (@ONEDAYTONA) or [Facebook](https://www.facebook.com/OneDaytona) (OneDaytona).

ONE DAYTONA leasing efforts are managed by Legacy Development, a firm intensely focused on creating innovative destination retail and mixed-use projects. With a national footprint and asset management expertise, Legacy is the ideal consultant to represent this unique address. For leasing inquiries, please contact Kristen Tremonti at ktremonti@legacydevelopment.com or 816-777-3500.

About Pink Narcissus

Pink Narcissus, an independently owned Lilly Pulitzer signature store and home to all things fun, colorful, and downright fabulous, is valued by its customers for providing a premium customer experience backed by exemplary customer service. The Lilly Pulitzer brand originated in Palm Beach, Fla. in the late 1950's, when the designer began creating colorful, printed dresses to hide the juice stains while working in her juice stand in Palm Beach. Lilly Pulitzer became a household name in the 1960's when Lilly's old schoolmate Jacqueline Kennedy née Bouvier, at the time the First Lady, was photographed wearing a "Lilly" shift dress on the cover of LIFE magazine in 1962. Today, Lilly lovers can shop from three Pink Narcissus Florida locations in Tallahassee, Gainesville and Panama City Beach. Its new Daytona Beach location at ONE DAYTONA will be open late 2017. To connect on social and for more on Lilly's fabulous style visit lilypinknarcissus.com.

About Ben & Jerry's

As a social justice company, Ben & Jerry's believes in a greater calling than simply making a profit. Ben & Jerry's incorporates Linked Prosperity into its business practices in a number of ways including a focus on values-led sourcing. The company produces a wide variety of super-premium ice cream, non-dairy frozen dessert, yogurt and sorbet using high-quality, responsibly sourced ingredients. Ben & Jerry's, a Vermont corporation and wholly-owned subsidiary of Unilever, operates its business on a three-part Mission Statement emphasizing product quality, economic reward and a commitment to the community and became a certified B Corp (Benefit Corporation) in 2012. Ben & Jerry's products are distributed in over 35 countries in retail, franchised Ben & Jerry's Scoop Shops, restaurants and other venues. The Ben & Jerry's Foundation's employee-led grant programs totaled \$2.4MM in 2015 to support efforts to improve social and environmental justice throughout the United States. For the inside scoop on Ben & Jerry's, visit benjerry.com.

###