

Gifford's Ice Cream and Candy is Now Open at University Town Center

Washington, DC, July 23, 2008: University Town Center in Hyattsville, MD is pleased to announce that *Gifford's Ice Cream and Candy is now open.* This is Gifford's fifth store in the Washington Marketplace. The new store is located at 6504 America's Boulevard, directly under One Independence Plaza, the luxury condominium project and directly across the street from the Regal Royale Stadium 14 Theatre.

"We are passionate about our ice cream and all of our products, and our customer" said Neal Lieberman, President and CEO, Gifford's Ice Cream and Candy, Co. Just imagine going to a movie then enjoying fresh ice cream while listening to jazz on the plaza at UTC" said Lieberman. Gifford's Ice Cream & Candy Company is the Washington area's oldest and most distinguished ice cream parlor and considered a local institution.

"We see Gifford's Ice Cream & Candy as a true complement to our community and the existing retail and restaurants. We are committed to creating a vibrant environment that meets the objectives of the area residents, is supported by the neighborhood, and provides a desirable mix of retail and other uses for this prominent project," stated Tim Taylor, Vice President of Leasing, UTC.

Gifford's Ice Cream & Candy Co. is the Washington area's oldest and most distinguished ice cream parlor. We've been making gourmet ice cream and candies since 1938, and our clientele has included President Dwight D. Eisenhower, First Lady Jacqueline Kennedy, and actress Goldie Hawn. Our founder, John Nash Gifford, an experienced ice cream maker, spent several years perfecting his secret recipes - creating wonderfully unique tastes like our signature Swiss chocolate, Peppermint Stick, or fresh or seasonal peach ice cream. And to this day, we continue to operate as a family-owned business, maintaining the tradition that has made Gifford's a local legend. All of our ice creams, sorbets, sauces, and candies are still made daily in nearby Silver Spring, Maryland, ensuring superior quality and freshness.

A Washington institution for generations of children and adults, Gifford's features Continuously evolving flavors, from the traditional to exotic and seasonal tastes; the finest ingredients from all over the world, including Callebaut chocolate and Madagascar vanilla extract; and Homemade candies, mints, caramels, sauces, and ice cream cakes, for every occasion. Visit www.giffords.com for more information.

Project Highlights:

University Town Center (UTC) is a 56-acre project, which was originally developed 50 years ago by the current owner, Herschel Blumberg and is now undergoing a major expansion. Originally designed by world renowned architect Edward Durrell Stone, the project was considered to be at the forefront of design thoughtfully conceived with flexible design allowing for a range of tenants and uses as well as expansion in a town center environment to accommodate growth and changes in market demand.