

NEWS RELEASE

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ST. LOUIS MILLS CHOOSES THE STANDING PARTNERSHIP AS PR AGENCY OF RECORD

ST. LOUIS (March 8, 2004) – The Standing Partnership was recently named the public relations agency of record for St. Louis Mills, a shopping and entertainment destination owned by The Mills Corporation, a real estate investment trust in Arlington, Va. The firm will provide strategic planning, media relations and promotional support for St. Louis Mills, located in Hazelwood, Mo.

“We are thrilled to be working with a company that has the fun and energy of St. Louis Mills,” said Cathy Dunkin, president and CEO of The Standing Partnership. “We look forward to working with their team to promote this exciting and new St. Louis attraction through strategic media and promotional efforts.”

After a competitive review, The Standing Partnership immediately began working with St. Louis Mills to promote the completion and transportation of a 1,150 square-foot Habitat for Humanity house that was built inside the center. The Mills Corporation is a corporate sponsor of Habitat for Humanity and the house represents a portion of the company’s five-year, \$1 million commitment to the organization.

Now in its 12th year, The Standing Partnership is a member of the Worldcom Public Relations Group, a global consortium of independent public relations firms. A generalist firm, TSP has expertise in life sciences, healthcare, hospitality and education communications. Its clients include Maritz Inc., Monsanto, Eli Lilly, McCarthy Building Companies, Delaware North Companies and Ranken Technical College.