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## SEVEN NEW TENANTS ANNOUNCED FOR PITTSFORD PLAZA

February 12, 2020 - Pittsford, NY – Wilmorite announces seven new tenants for Pittsford Plaza. Five are first-to-market tenants including **UNDER ARMOUR, SPENGA, ADELITAS MEXICAN COCINA & TEQUILA, DEKA LASH** and **GOLDFISH SWIM SCHOOL**. The familiar **FIVE BELOW** and **BODY FUEL** will join these five new tenants in opening this year.

In the current retail environment, the announcement of seven new tenants at one property is **big news!** Wilmorite is committed to transforming Pittsford Plaza and all its shopping centers in the Rochester market into destinations that provide desirable options for shopping, dining, services and entertainment. Wilmorite shopping centers are positioned for success in a region where the weather drives consumers indoors throughout the year and the Rochester community has a long history of supporting their family-owned local malls. *“The leasing team is excited to be adding new, unique tenants to Monroe County along with popular staples to one of the most sought after and prestigious properties in all of Upstate, NY,”* – Jonathan Dower, Vice President of Leasing at Wilmorite.

**UNDER ARMOUR**, a well-known international athletic retailer has been on the most requested list for a long time. Under Armour is known for their state-of-the-art products, as well as digital health and fitness apps. Their global headquarters are in Baltimore, and the company has grown since its inception in 1996 into a multibillion-dollar brand that is made, sold, and worn worldwide. Under Armour will occupy a 7,017 sq.ft. space on the west side of the plaza.

**SPENGA** stands for **Spin + Strength + Yoga** and touts the “best one-hour workout ever.” Their 4,202 sq.ft. space will be located on the east side of the plaza. When construction starts, they will start accepting memberships.

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**ADELITAS MEXICAN COCINA & TEQUILA** will be in the former Applebee's space on the end cap of Pittsford Plaza near Barnes & Noble. The 5,269 sq.ft. restaurant will feature homestyle Mexican cuisine. Owner Cesar Moreno has over twenty years in the restaurant business including ownership of several restaurants in Massachusetts and Connecticut. Cesar has perfected the authentic Mexican recipes and focuses on the true value in providing friendly service and warm hospitality to all patrons.

**DEKA LASH** will occupy 1,196 sq.ft. to the left of Pittsford Cinema 9. Deka Lash, the "Experts in Eyelashes," is an upscale brand specializing in eyelash extensions and eyelash care products.

**GOLDFISH SWIM SCHOOL** is already under construction on their 11,847 sq.ft. space and making progress toward a May opening. Goldfish Swim School is the country's leading indoor, year-round water safety and swim lessons school for infants and children. Pre-registration is now open on their website at [www.goldfishswimschool.com/pittsford](http://www.goldfishswimschool.com/pittsford)

This will be the second location in the market for **BODY FUEL**, the other being in Webster on Empire Boulevard. The 2,834 sq. ft. specialty food tenant will be located on the east side of the plaza. Body Fuel is a specialty protein shake shop that offers smoothies, pre/post workout drinks, healthy treats, acaí bowls, and fresh juice.

**FIVE BELOW** is a popular retailer among teens and tweens, selling products priced at \$5 and under. Five Below is a well-established national retailer with 913 stores in 37 states. This new 9,486 sq.ft. store on the east side of Pittsford Plaza will be their fifth location in the Rochester market.

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#### **About Pittsford Plaza**

Pittsford Plaza is owned and managed by Wilmorite, a Rochester, NY based business. Pittsford Plaza is an upscale lifestyle center which has more than 40 specialty stores, restaurants and entertainment destinations. The big box retailers Bed Bath & Beyond, TJ Maxx and Barnes & Noble. Several unique to the market retailers include Trader Joe's, Blueground Jewelry, Steinmart, and One World Goods. The plaza has a variety of dining options such as, Black & Blue Steak & Crab, Benucci's, The Cheesecake Factory, Plum Garden and Root31.

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