



Southaven Towne Center

Southaven, MS (Memphis)

Location	I-55 at Goodman Road and Airways Boulevard
Anchors	Dillard's, JCPenney, Bed Bath & Beyond, Gordmans, hhgregg, Jo-Ann Fabric and Crafts, Pier 1 Imports and Sportsman's Warehouse
Size	567,640 square feet
Website	SouthavenTowneCenter.net

Mall Facts

Southaven Towne Center is an open-air shopping center located approximately six miles south of Memphis, Tennessee. Spanning 101 acres, the center offers more than 40 specialty stores including Lovesick, American Eagle Outfitters, Bath & Body Works, David's Bridal, Justice, Kirkland's Home and The Children's Place.

The Shops at Southaven, a 47,000 square-foot addition, includes Carter's, College Station, Men's Warehouse, Torrid, ULTA and Versona Accessories.

Trade Area Facts

Southaven Towne Center is strategically located in DeSoto County along I-55 allowing easy access for shoppers and tourists. More than 100,000 cars per day travel this main thoroughfare between Memphis, Tennessee and Tunica, Mississippi. Tunica is the third largest gaming destination in the United States.

DeSoto County ranks in the top 40 fastest growing counties in the U.S. and is the fastest growing county in Mississippi.

DeSoto County's low 7% sales tax rate, low property taxes and sustained growth continue to attract consumers from the Memphis market and surrounding areas for recurring purchases and big-ticket items.

The DeSoto County Public School System is home to the second largest and highest-ranked schools in the state of Mississippi. Approximately 70% of public school graduates in DeSoto County attend college. In addition, there are three major colleges and universities located within the Southaven Towne Center trade area, including University of Mississippi at Southaven, University of Tennessee at Memphis and Northwest Mississippi Community College.

Southaven has been recognized as the "Top Small Market in the South" by *Southern Business and Development* magazine.

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Demographics

Population Trends	Primary Trade Area	Secondary Trade Area	Total Trade Area
2021 Projection	217,503	135,063	352,566
2016 Estimate	206,533	133,385	339,918
2010 Census	193,249	128,946	322,195
2016 - 2021 % Change	15.36%	14.42%	15.10%
2016 Daytime Population Estimate	71,353	47,692	119,045

Average Household Income

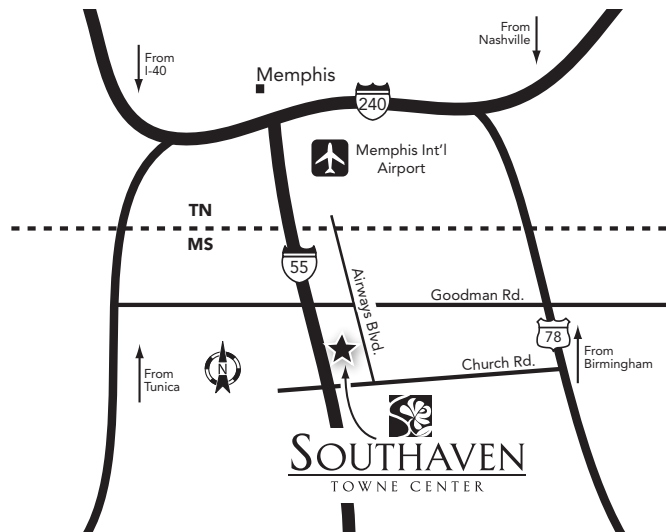
2021 Projection	\$82,465	\$66,420	\$76,065
2016 Estimate	\$71,487	\$58,049	\$66,086
2016 - 2021 % Change	7.73%	9.79%	8.53%

Median Age

2016 Estimate	37	37	37
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Source: 2010 Census; Scan/US 2016/2021 Estimates

Location Map



CBL & Associates Properties, Inc.
cblproperties.com
NYSE: CBL

FOR LEASING:
Grant Huskey
p. 423.490.8201
c. 423.240.0785
Grant.Huskey@cblproperties.com

PERIPHERAL PROPERTY:
Tim Gilmore
p. 423.490.8358
c. 228.493.3739
Tim.Gilmore@cblproperties.com

Corporate Office
CBL Center, Suite 500
2030 Hamilton Place Boulevard
Chattanooga, TN 37421-6000
423.855.0001

Management Office
Old Hickory Mall
2021 North Highland Avenue
Jackson, TN 38305-4949
731.668.7621