



FOR IMMEDIATE RELEASE

SM City Lucena, now open

SM City Lucena opened its doors to a large crowd of avid shoppers and “mallers” last October 3, 2003. The 15th SM Supermall, SM City Lucena offers a wide-array of shopping, entertainment and leisure options to the residents of Quezon and neighboring provinces in the Southern Tagalog and Bicol regions, including Marinduque, Romblon, and Masbate.

Located only a kilometer from the city proper, SM City Lucena is at the intersection of the Lucena/Pagbilao National Highway and the Dalahican Road. Only 15 minutes from busy Dalahican Fish Port, it is easily accessible via public transport.

SM City Lucena has three levels and a gross total of 72,056 square meters of shopping, entertainment and dining floor area that is already 85% leased out. Anchor tenants include SM Department Store, the leading shopping retail store in the country, as well as SM Supermarket, SM Appliance Center, Watson’s, Ace Hardware, Our Home, Toy Kingdom, and Surplus Shop. Other tenants include international big brands Guess, Esprit, and Marithe et Francois Girbaud, as well as local favorites Bench, Kamiseta, Bayo, Mendrez, and Celine. Homegrown outlets such as Koffee Klatch, Buddy’s Restaurant, Clinica Lucena, and Donna Kids are also present at the mall. SM City Lucena also offers leisure and entertainment with four state-of-the-art cinemas (with total seating capacity of 2,300), and a children’s carousel and play area, and soon, a Bowling Center.

Developed, owned and operated by SM Prime Holdings, Inc., the SM Supermalls pioneered and perfected the one-stop shop concept offering value-for-money options in clean, modern setting. SM City Lucena is one of three SM Supermalls opening this year; SM City Baguio is set to open on November 21, and SM City Marilao, Bulacan will open on November 28. SM Prime Holdings, Inc. will have 17 operational malls with total gross floor area of 2.2 million square meters by the end of 2003.

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