

NJPA REAL ESTATE JOURNAL SPOTLIGHT SHOPPING CENTERS

NJPAjournal.com

Section D — ICSC New York Conference & Deal Making — November 25 - December 8, 2004

Five Below reinvents the Five & Dime for today's generation Five Below opens 11 new East Coast stores and plans to open at least 100 new locations



Five Below



Five Below

PHILADELPHIA, PA— Five Below, the leading retailer of extreme value merchandise to the teen and pre-teen market, opened 11 new stores in PA, NJ, DE, and VA on November 4th and 5th, growing the total number of Five Below locations to 47 in suburban communities throughout the NJ to VA corridor.

Five Below has created a new 'extreme value' retail concept that's attracting families and energizing foot traffic at suburban shopping centers all along the East Coast. Establishing a formula that gives shoppers a wide variety of trendy merchandise, all priced at \$5 or less, Five Below's products include sports and exercise items, games, fashion accessories, teen room décor, stationery, arts and crafts supplies, jewelry, electronic accessories, candy, beverages, novelty and 'gag' items, seasonal items, and much more.

Thanks in part to a \$20 million equity commitment from LLR Partners, a leading private equity firm based in Philadelphia, PA, Five Below is quickly becoming a retailing phenomenon in the specialty discount retail market. Stores average 100,000 shopping trips a year, appealing to the \$42 billion market for children, pre-teens, and teens with al-

lowance cash to spend. Five Below was founded in 2002 by David Schlessinger and Tom Vellios, the retailing masterminds that created and grew Zany Brainy into the 200-store, \$400 million success story that was eventually sold to FAO Inc.

"At Five Below, teens, pre-teens, and families get the hottest, trendiest merchandise for five bucks or less," said David Schlessinger, cofounder of Five Below. "Girls and boys alike find our pioneering retail concept irresistible, because we offer multiple product categories at affordable price points, in a modern, colorful setting. And our stores fit just as well in malls, next to other upscale retailers, as they do in power centers or grocery-anchored shopping centers."

"Five Below has reinvented the Five & Dime for today's generation as a hip, fun environment," said Tom Vellios, also cofounder of Five Below. "We're excited to celebrate the opening of all these 11 new stores, and look forward to continued growth and expansion in the coming months."

Five Below plans to open at least 100 new locations over the next three years. To celebrate this week's grand openings, each store will give away Five Below t-shirts and bracelets, 5 cent hot dogs, and other prizes. ■