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Contact: Jessica Neuman / Lauren Smith  
Idea Hall  
714-436-0855 x 31 / x 23  
jessica@ideahall.com / lauren@ideahall.com

**Birtcher Development & Investments' South Coast Home Furnishings  
Centre More Than 75 Percent Leased**

- *Hawaiian Furniture Retailer C.S. Wo Selects Project as First Location Within Continental US*
- *Project Currently Under Construction, Slated for July 2007 Grand Opening*

**Costa Mesa and Irvine, CA – October 16, 2006** —Birtcher Development & Investments announced its \$90 million South Coast Home Furnishings Centre is now more than 75 percent leased following the addition of a number of new tenants including Hawaiian furniture company, C.S. Wo. The site, located in Costa Mesa at 3333 Hyland Road along the I-405 freeway at South Coast Drive, is currently under construction and slated for a July 2007 grand opening.

C.S. Wo, a prominent Hawaiian furniture store specializing in major name brands with unique antiques and accessories from around the world, will occupy an 18,000-square-foot building. Founded in Honolulu in 1909, the company has 17 stores throughout the Hawaiian Islands and the South Coast Home Furnishings Centre will mark its first store location within the continental US.

Located less than a mile north of South Coast Plaza and a quarter of a mile from IKEA, the project has been enthusiastically received by the collection of national, regional, and strong local tenants, including Wickes, Banner Mattress, La-Z-Boy, Legends, Creative Leather, Salmo's Furniture, Munro's Furniture,

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EasyLife Furniture, Interior Surroundings, The Great Steak and Potato Company, Samurai Sam's, and Taco Time. Other recently signed tenants include:

- *NW Rugs (20,267 sq. ft.)*—gallery rug superstore with stores in Oregon, Nevada, and California also offering leather furniture and accessories
- *Office Furniture Gallery (4,000 sq. ft.)*—Westminster, CA-based company with full selection of office furniture, including desks, chairs, file cabinets, and accessories
- *LA Carpet (2,700 sq. ft.)*—Southern California retailer providing full floor covering selection in carpet, wood, tile, and laminate
- *Faucets Galore (2,284 sq. ft.)*—full-service fixture company based in Huntington Beach, Calif. carrying a full line of bathroom and kitchen fixtures and accessories
- *Flexa (3,000 sq. ft.)*—international children's furniture retailer that allows growth and flexibility to the growing child's furniture needs

“We are replacing the traditional “furniture row” with a one-stop, purpose-built home furnishings,” commented Brandon Birtcher, president and sole owner of Birtcher Development & Investments. “By consolidating regional home furnishings showrooms in a high-traffic, high-visibility area, and installing appealing amenities, shoppers experience a more convenient method of evaluating products and prices. This also promotes cross-traffic between the centrally located retailers.”

Jim Snyder, Ken Gould, Andy Walburger, and Mike Abel of Lee &

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Associates are managing leasing for the center. Other companies involved in development include Lee & Sakahara Architects, Fullmer Construction, and Hunsaker & Associates as the civil engineer.

### **About Birtcher Development & Investments**

Since 1939, the Birtcher name has been synonymous with enduring design and creating unique business environments. Birtcher has developed more than 60 million square feet of office, industrial and retail projects throughout the Western US and Southern California. Today, Birtcher Development & Investments is solely owned by Brandon Birtcher who carries on the family's four-generation development legacy.

Current developments include the Birtcher Commerce Center Paramount, a 551,000-square-foot state-of-the-art distribution center in Paramount, CA; Birtcher Business Center Mt. Vernon, Birtcher Business Center Bellegrave and Birtcher Business Center General Drive totaling over 1.2 Million square feet of industrial development; and Birtcher Business Center Vancouver, a 216-acre industrial park in Vancouver, WA. For more information, please visit [www.birtcherdevelopment.com](http://www.birtcherdevelopment.com) or [www.southcoasthomefurnishings.com](http://www.southcoasthomefurnishings.com).

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