



FOR IMMEDIATE RELEASE – JULY 31, 2008

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JSM Development Introduces Unique Cross Marketing Opportunity for Retailers and Student Population!

In an effort to assist Campustown retailers be successful, Champaign based JSM Development is unveiling a unique marketing program geared toward University of Illinois students. On August 1, 2008, the JSM VIP Discount Program will be implemented. The program allows Campustown retailers to provide discounts/promotions to students that are residents of JSM apartments. Over 25 retailers in the Campustown area are participating in the program.

JSM Development is providing VIP Discount Cards to every student that lives in a JSM apartment, beginning on August 1st. The program is being promoted on the JSM website (www.jsmpts.com) where students can check on-line for current discounts and special promotions. Additionally, JSM will provide email blasts to the JSM student population to alert them of special promotions for a specific retailer on a specific date.

Retailers participating in the program include: Coldstone Creamery, Noodles, Flat Top Grill, Penn Station, Chipotle, Busey Bank, National City Bank, Heartland Bank, General Eccentric, Blues BBQ, Sandella's Flatbread, Rosati's Pizza and others.

“JSM has taken steps to allow both our retail and residential tenants to benefit from this program. Students will be provided with discounts to stores and restaurants and retailers will have an opportunity to increase sales. Our retailers are excited by this program and our students have been asking for such a program for several years. Additionally, JSM VIP cards will be provided to any office workers located in JSM premises.” stated Jill Guth, Director of Development for JSM.

JSM Development owns over 900 student apartments near the University of Illinois campus as well as 300,000 square feet of commercial space in Champaign-Urbana. JSM's student population exceeds 2,000 students.

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