



Indiana Design Center

FOR IMMEDIATE RELEASE

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INDIANA DESIGN CENTER ANNOUNCES NEW SHOWROOM TENANT Ferguson to Move to the Indiana Design Center

CARMEL, IN (May 25, 2010) – Pedcor Companies announced that it has signed a 7 year lease with Ferguson to occupy a 7,500 square foot first floor showroom in the Indiana Design Center. The new showroom location is anticipated to open by year's end. Ferguson, currently located just south of the design center on Rangeline Road, specializes in selling a wide range of kitchen and bath plumbing supplies, lighting, and appliances to homeowners, builders, and design trade professionals. Well-known brands include Bosch, Jenn-Air, Brizo, Gatco, Kohler, Top Nobs, Progress Lighting and Sub-Zero, among others.

Ferguson's new showroom will be an expanded version of their current Carmel location and allow Ferguson to offer customers more product choices and an improved experience. The Ferguson design team works with customers to create spaces ranging from dream kitchens to outdoor grilling havens.

"We are very excited to have Ferguson join the Indiana Design Center as a first floor anchor tenant", said Melissa Averitt, Vice President and Director of Marketing and Sales for Pedcor Companies. "Ferguson is a leading provider of high-end national brands and has been outfitting homes for over 57 years. By moving to the Indiana Design Center, Ferguson will benefit by being a part of the building as it serves as a hub for designers, homeowners and builders working on design projects," said Averitt.

With an additional 4,000 square feet, the new Ferguson Bath Kitchen and Lighting Gallery offers an array of new opportunities for the business, "We look forward to relocating Ferguson to the Indiana Design Center and being a part of the energy and retail traffic surrounding the Carmel Arts & Design District," said John McDaniel, Ferguson Sales Manager. "Additionally, the space will allow Ferguson to have a larger footprint in the market and provide a better shopping experience to our customers." National brands and manufacturers are also looking forward to Ferguson's new showroom location. "The new Ferguson showroom setting will be a great stage to feature Kohler's product lines and introduce new products to the marketplace," stated Scott Edmunds, Channel Manager for Showrooms at Kohler Co.

The Ferguson showroom will join The Trade Source, the J. Baker/ Albert Square Ltd., and the Outré showrooms already open in the building. The Indiana Design Center also has design professionals, such as Julie O'Brien Design Group, who have relocated their businesses to the design center. Along with several other showroom tenant negotiations underway for 2010, the Indiana Design Center is currently leasing space for a 4,200 square foot design resource library, a central feature of the design center. The resource library will include product catalogs and samples and product showcase opportunities for manufacturers. For more information about opportunities in the design resource library, please contact the Indiana Design Center at 317-218-0002.

About Ferguson

Headquartered in Newport News, Va., Ferguson is ranked by trade publications as the country's largest wholesale distributor of plumbing supplies; pipes, valves and fittings; heating and cooling equipment; waterworks; mechanical and industrial; bathrooms and appliances; tools and safety equipment; and fire protection products. Ferguson has sales of \$9.1 billion and 16,500 associates in approximately 1,350 service centers located in all 50 states, the District of Columbia, Puerto Rico, Mexico and the Caribbean. For more information, visit www.ferguson.com.

About the Indiana Design Center

Set to officially open in summer of 2010, the 82,000 square foot Indiana Design Center will serve the community of design professionals and their clients by providing a premier collection of resources including fine traditional and contemporary residential and contract furnishings including fabrics, floor coverings, kitchen and bath products, lighting, architectural productions, wallcoverings and accessories. The Indiana Design Center is located at 200 South Rangeline Road in Carmel, IN, just 30 minutes/23 miles from Downtown Indianapolis. The Design Center's proximity to the Carmel Arts & Design District provides access to interior designers, art galleries, showrooms and antique dealers. Please visit the Indiana Design Center website at www.IndianaDesignCenter.com.

About Indiana Design Center Tenants:

The Trade Source (Showroom Tenant - Now Open)

The Trade Source occupies a 15,000 square foot anchor showroom which opened in February 2010. The Trade Source, owned and operated by Susan Crockett, specializes in selling decorative fabrics, drapery hardware and specialty wall coverings to design trade professionals; top-selling lines include, Lee Jofa, Brunschwig & Fils, Kravet, Duralee, Donghia and many others. The Trade Source offers over 100 lines of fabric and attracts over 400 of central Indiana's design professionals.

Albert Square Limited/J. Baker Interiors (Showroom Tenant - Now Open)

Owned by Jim Baker, Albert Square Ltd. is a furniture and accessories showroom that features brands such as Kindel, Stanford, Hancock & Moore and several unique lighting companies that

include Chapman Lighting. J. Baker Interiors is a full service design studio. The showroom and design studio are located on the design center's first level and are now open.

www.albertsquareltd.com / www.jbakerinteriors.com

Outré (Showroom Tenant – Now Open)

Outré is a family owned custom furniture store that strives to push the limits of creativity with the products they offer their clients. Outré has moved from their downtown Meridian Street showroom to the Indiana Design Center. www.itstheniche.com

Julie O'Brien Design Group (Design Studio – Now Open)

Julie O'Brien Design Group is a full service interior design and interior architectural firm. With a national portfolio of clients, Owner and Principal, Julie O'Brien's work has been published in numerous regional and national publications and broadcast in five episodes of "Homes Across America" on HGTV. www.julieobriendesign.com

Blu Moon Café (Opening June 2010)

The owners and operators of the popular Logan Street Marketplace in Noblesville, IN, Brian and Shelley Jordan, are set to open a café in the Indiana Design Center that offers fresh fare, such as panini's, deli sandwiches, salads, soups, specialty coffee drinks and desserts. The café will be open during regular design center business hours, have indoor and outdoor patio seating and be the preferred caterer for all Indiana Design Center events. www.blumooncats.com

NEW Brand Development Studio (Office Suite Tenant)

NEW Brand Development Studio is led by Principal, Matt Ganser. www.newincorporated.com

Angie Fischer Studio (Office Suite Tenant)

Angie Jakad Fischer, owner of Angie Fischer Studio, leads her interior design business with an "eclectic chic" style.

Deborah Marr Interiors (Office Suite Tenant)

Deborah Marr Interiors is a full service residential interior design studio led by Principal, Debbie Marr. Debbie is an Allied Member of ASID and she has been designing residential spaces in the Indianapolis area for 21 years. Debbie's work has been featured in "Better Homes and Gardens Country Kitchen Ideas" and "Indianapolis Monthly", and was seen in the 2010 St. Margaret's Guild Decorators Showhouse. www.dmarrinteriors.com

Ecotots (Office Suite Tenant)

Eco-friendly modern furniture and furnishings for kids. www.ecotots.com

April Willy (Office Suite Tenant)

Fine art and children's book illustration. www.aprilwilly.com

Jay Slifer Design Group (Office Suite Tenant)

Interior Architecture · Product Design + Development · Sourcing. www.jaysliferdesign.com

Constance Edwards Scopelitis (Office Suite Tenant)

Constance has made a career in the world of portraiture. Oils on linen or graphite on paper is a choice left to the client. www.constanceart.com

Design Studio Vriesman (Office Suite Tenant – Arriving July 2010)

A residential interior design studio led by Principal, Tom Vriesman. Vriesman is also the Director of Design Community Relations for the Indiana Design Center. www.designstudiovriesman.com

Silver Square Inc. (Office Suite Tenant – Arriving July 2010)

Silver Square is an Indianapolis marketing company that helps businesses create and implement strategies to grow. www.silversquareinc.com

About Pedcor Companies

Headquartered in Carmel, IN, Pedcor Companies develop, construct, manage and finance real estate projects throughout the United States, primarily in the Midwest. Pedcor is a national leader in the affordable housing industry and currently has several commercial and mixed-use projects underway in Carmel, IN. Among the many companies that comprise the Pedcor family are Pedcor Bancorp, Pedcor Investments, LLC, Pedcor Residential, LLC, and Pedcor City Center Development Company. For more information, visit www.pedcorcompanies.com.

About Carmel Arts & Design District

The Carmel Arts & Design District is the Midwest's newest, premier setting for the arts and design industry. Already it has attracted more than 100 businesses, including art galleries, antique dealers, furniture and interior design showrooms, even a race track design company! There are restaurants, boutiques, creative service providers and an eclectic variety of specialty retail stores. And the list of merchants continues to grow. For more information, visit www.CarmelArtsAndDesignDistrict.com

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