

PREIT Installs ChargeItSpot Charging Stations in 10 Mall Locations

**Consumers from Michigan to Virginia Now Enjoying "Stress-Free" Shopping at PREIT Malls
More than 8,400 shoppers used the free service during its initial deployment in December 2015**

PHILADELPHIA, Jan. 11, 2016 /PRNewswire/ -- Two Philadelphia-based companies have teamed up to offer mall-goers a better shopping experience. PREIT (www.preit.com), a publicly traded REIT specializing in the ownership and management of differentiated shopping malls, and ChargeItSpot (www.chargeitspot.com), a four year-old mobile tech company, are providing consumers with free phone charging in secure lockers while they continue their shopping.

Shoppers at 10 PREIT malls from Michigan to Virginia will experience "stress-free" shopping in 2016 thanks to the installation of ChargeItSpot mobile phone charging stations.

As the Philadelphia area's dominant mall landlord, PREIT now has the largest mall footprint of ChargeItSpot phone charging stations in the country with charging kiosks installed in 10 malls extending beyond its Philadelphia portfolio. Mall locations now equipped with the ChargeItSpot units are Cherry Hill Mall (Cherry Hill, N.J.), Viewmont Mall (Scranton, Pa.), Woodland Mall (Grand Rapids, Mich.), Willow Grove Park Mall (Willow Grove, Pa.), Valley Mall (Hagerstown, Md.), Springfield Town Center (Springfield, Va.), Mall at Prince Georges (Hyattsville, Md.), Logan Valley Mall (Altoona, Pa.), Exton Square Mall (Exton, Pa.) and Dartmouth Mall (Dartmouth, Mass.).

The ChargeItSpot charging kiosks are fully customizable and offer multiple opportunities for PREIT to engage with consumers in their mall locations. During the kiosks' test period in December, PREIT used the customizable screens to tie into its holiday sweepstakes "Best Gift Ever" promotion, which offered shoppers a chance to win a \$10,000 shopping spree along with other prizes when they scanned and uploaded shopping receipts into a PREIT mobile app. On the charging station touchscreen, the kiosk asked shoppers "which prize do you like best" and displayed each of the available prizes. This helped stimulate awareness and adoption of the prize giveaway while also gathering information on consumer preferences which could be used for future mall giveaways and contests.

In December, more than 8,400 shoppers charged their phones with an average charge time of 53.1 minutes.

"By offering ChargeItSpot phone charging stations at 10 of our properties, we are providing an important convenience for our shoppers, allowing them to stay charged and engage more fully with our retailers, both of which have become increasingly important as mobile use as part of the omnichannel shopping experience continues to rise," said Joseph F. Coradino, CEO of PREIT. "This initial installation is part of a company-wide initiative to connect more closely and frequently with our shoppers through mobile communications and state-of-the-art technology and amenities including free WiFi."

ChargeItSpot's [free mobile app](#), available to PREIT shoppers, notifies users when their phone's battery is low and directs them to the nearest ChargeItSpot kiosks so they can power up in secure charging lockers. The charging stations come equipped with eight charging bays, each containing three different charging cables for iPhone and Android phones. Shoppers simply enter their mobile phone number and select a security image in order to begin the user-friendly charging process. When consumers retrieve their phone, they receive an opt-in SMS message thanking them for charging their phones and inviting them to download the PREIT Malls app.

ChargeItSpot founder and CEO Douglas Baldasare added: "PREIT is a technological leader in its space. We are excited that they have identified and embraced the needs of their shoppers with a strong first phase of deployment of ChargeItSpot across 10 of their shopping malls. Their investment reflects a commitment to making their consumers' shopping visits a truly enjoyable and social experience."

Since its founding in 2011, ChargeItSpot has set out to solve the problem faced by millions of mobile phone-toting consumers every day – running out of "juice" and no place to get a charge. Today, with kiosks installations across the nation and in Canada, ChargeItSpot has quickly become the leading provider of secure phone charging stations for national retail stores, specialty retailers, shopping centers, casinos, hospitals, universities, stadiums and other indoor public venues. An innovative omnichannel marketing tool that delights and engages customers all while driving foot traffic and sales, ChargeItSpot charging kiosks are poised to become the next must-have retail tech amenity.

ABOUT PREIT

PREIT (NYSE: PEI) is a publicly traded real estate investment trust specializing in the ownership and management of differentiated shopping malls. Headquartered in Philadelphia, Pennsylvania, the company owns

and operates approximately 27 million square feet of retail space in the Eastern half of the United States with concentration in the Mid-Atlantic region's MSAs. Since 2012 the company has seen a transformation guided by an emphasis on balance sheet strength, high quality merchandising and disciplined capital expenditures. Additional information is available at www.preit.com, on Twitter or LinkedIn.

About ChargetSpot

Based in Philadelphia, and founded by Wharton graduate Douglas Baldasare, ChargetSpot creates elegantly designed, fully customizable mobile phone charging kiosks. Built for retail, the stations feature an intuitive, user-friendly touchscreen interface, highly secure locking capability, promotional opportunities, customizable on-screen messages, and robust data tracking and reporting. ChargetSpot also offers a mobile app that alerts users when their cell phone battery is running low and points them to the nearest ChargetSpot kiosk. Retail partners include Neiman Marcus, Nordstrom, Bloomingdale's, Under Armour, Century Casinos, AT&T, PREIT malls and others. Visit the [ChargetSpot Press Room](#) for more info or [download the mobile app](#) for kiosk locations.

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