

News Release



RELEASE DATE: Thursday, May 22, 2014

FARM SUPPLY RETAIL GIANT, RURAL KING, COMING TO PARK SHOPPING CENTER BRINGING POSITIVELY OUTRAGEOUS CUSTOMER SERVICE AND GREAT PRICES!

Park Shopping Center's newest occupant, Rural King, a fast-growing farm and home store headquartered in Mattoon, Illinois is expected to have a grand opening in the Fall of 2014. Susan Samuelson, VP of Human Resources for Rural King and Brad Glazer, Managing Member of Park Center, LLC have announced that Rural King will open shop in the vacant 110,000 square foot building previously occupied by Big Bear Plus. This is Rural King's 76th store.

Rural King's product mix includes everything from pets, livestock, and feed to medications, power equipment, seasonal décor, lawn and garden chemicals, agricultural parts and chemicals, hardware, plumbing, sporting goods including camping, hunting, and fishing, automotive, heating and cooling, clothing, power tools, toys, and pest control.

"You never know what you will find at your local Rural King and that's why every trip is an adventure. We are excited about our new location and look forward to supporting the community with outstanding service, low prices, and a great product assortment," says Samuelson. "We are always working to keep prices as low as possible for our customers," she adds. Rural King welcomes customers to their stores and encourages them to come in and take part in the 50-year tradition by enjoying a free bag of popcorn and cup of coffee.

Rural King will employ about 70 associates. Job candidates may apply online at www.ruralking.com/careers. Rural King plans on conducting interviews approximately 2 months prior to the new store opening.

Park Shopping Center sits at the southern point of the Miracle Mile located along Grand Central Avenue. "Park Center, LLC continues to enrich our community through their development of Park Shopping Center. Filling a vacant property and bringing new jobs to our community is a win-win for everyone," says Ron Salter, President of Salter & Associates, the local public relations and marketing firm representing Park Shopping Center for the past 26 years.

"Park Shopping Center is known for its unique stores, including Gabriel Brothers and Crafts 2000. Rural King will continue the tradition of bringing quality products to quality people," adds Glazer.

Rural King opened its flagship Mattoon, Illinois store in 1960. Since then, Rural King has added 74 stores in an eight state area (Illinois, Indiana, Kentucky, Tennessee, Ohio, Michigan, Missouri, and Florida). The company continues to grow – opening on average 10 new stores each year. The Parkersburg location will be their first store in West Virginia.

To learn more about Rural King, please visit www.ruralking.com.

Contacts:

Rural King Media Contact

Susan Samuelson, VP of Human Resources
4216 Dewitt Ave., Mattoon, IL 61938
Phone: 217-235-7102, Ext. 350
Email: ssamuelson@ruralking.com

Park Shopping Center Media Contact

Ron Salter, President, Salter & Associates
417 Grand Park Drive, Suite 205
Vienna, WV 26105
Phone: 304-485-4545
Email: ron@rwsalter.com