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**10th Business Signs on to Storrs Center:
Insomnia Cookies Joins Growing List of Commercial Tenants**

Storrs, CT...Storrs Center announces that a tenth letter of intent agreement has been signed with Insomnia Cookies. Insomnia Cookies is a unique business that offers fresh-baked cookies for late-night delivery.

Insomnia Cookies began on the campus of the University of Pennsylvania as two students' solution to the lack of variety in late-night delivery options. Their search for an alternative to heavy greasy food inspired them to begin baking cookies for themselves. As other students began asking for cookies, Insomnia Cookies was born. Now, the company has nineteen locations on or near college campuses; the Storrs location will be the company's twentieth.

Seth Berkowitz, President of Insomnia Cookies, expressed great excitement about joining the roster of Storrs Center businesses. "We've been considering opening in Storrs since the first or second year of the business," explained Mr. Berkowitz. "We think that the combination of the new development and the location next to campus will be very successful for us."

Insomnia Cookies offers fresh-baked cookies for delivery, which Mr. Berkowitz said sets them apart from other cookie concepts. "The delivery option makes us unique, but the business is split about fifty-fifty between delivery and retail sales," commented Mr. Berkowitz. Another unique feature is that the cookies are baked fresh once a customer has ordered. Other offerings include cupcakes, beverages, and occasional specials, such as ice cream cookie sandwiches in the summer.

LeylandAlliance Vice President of Planning and Development Macon Toledano is also pleased with the addition of Insomnia Cookies to the growing list of businesses for Storrs Center. "It's a fun and unique concept," said Mr. Toledano, "It will fit in very well with the mix of retail, restaurants, and residences planned for the new downtown."

Cynthia van Zelm, Executive Director of the Mansfield Downtown Partnership, Inc. agrees. "We're looking forward to having Insomnia Cookies in Mansfield," commented Ms. van Zelm. "With a location right across the street from the UConn campus and E. O. Smith High School, I am sure they will be a big hit!"

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Storrs Center will be a mixed-use town center and main street corridor at the crossroads of the Town of Mansfield, Connecticut and the University of Connecticut. Located along Storrs Road adjacent to the University, the Town Hall, the regional high school, and the community center, Storrs Center will include a new town square across from the University's improved fine arts center. The new town center will occupy approximately 17 acres of the overall 47.7 acre site and will include a new Town Square and a smaller Market Square across from Town Hall. The remainder of the site will be preserved primarily for open space and conservation. The town plan will knit architecture, pedestrian-oriented streets, small lanes, and public spaces into a series of small neighborhoods that will make up the new fabric of the town center. Ground floor retail and commercial uses opening onto landscaped sidewalks and intimate streets will reinforce traditional street front activity and shared community spaces and will be supported by residences above and throughout the neighborhood. Storrs Center will combine retail, restaurant, and office uses with a variety of residence types including studios, town homes, condominium apartments, and rental apartments. Structured and surface parking will be provided.

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