



Entré's opening weekend – a major success:

## 230,000 people had fantastic shopping, dining and entertainment experiences

(March 31, 2009) When the doors to Entré opened, thousands of people rushed in. The opening of Entré attracted visitors from all over Skåne and the Copenhagen region. The city district, Värnhem, has suddenly gotten a new life and many customers commented with admiration about Entré's spectacular interior and design, as well as the mix of shops.

“We are happy that the opening was such a success – in regard to both sales for our tenants and the number of visitors. We have customers in all age groups and we are happy, grateful and proud to have the opportunity to offer them shopping, dining and entertainment experiences,” says Lars-Gunnar Garvö, Shopping Centre Manager.

The free busses from Copenhagen were a success, despite the fact that there was not enough space for many people which was unfortunate. Therefore, Lars-Gunnar and the shopping centre management are thinking about offering a free bus service every now and then in the future as well.

### Satisfied shop managers

The flow of customers to shops and restaurants has been quite large since the opening. On Monday, the customer flow remained large.

Clothing chain, **New Yorker**, exceeded their sales expectations, and reached its best sales ever during a shop opening, according to shop manager, Noemi Boldisar. Her counterpart at **Kicks Cosmetics**, Jagotka Stepanovska, was congratulated by Kicks' management for best sales during an opening weekend. Monday's sales were also over budget! Christina Meynert, shop manager at **Scorett**, tells about a strong response among customers who were extremely satisfied with the range, which resulted in a sales result far exceeding expectations. Tara Kalantari from the entertainment centre and playland, **Vizz**, says that interest among families with children is huge. The Kids' Club was packed with happy children on Saturday, and even more were waiting to get in and play. Vizz was forced to close for an hour, until some children were picked up by their parents and new kids could be admitted.

“We want to offer a total experience. Entré allows you to enjoy good food and a relaxing movie. Combine great shopping opportunities with nice workout opportunities. Entré cares for your body and soul regardless of your age,” says Lars-Gunnar Garvö.

### For additional information, please contact:

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