

FOR IMMEDIATE RELEASE:

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Free WIFI Available Mall-Wide at Security Square Mall

Free public Wireless Internet Access (Wi-Fi) is now available "Mall-Wide" to help boost traffic and sales.

The new system will provide internet access coverage to all customers and mall merchants at Security Square Mall. Hotspots include the Food Court and Center Court.

Security Square Mall, owned by Security Square Associates which is located in Chevy Chase, Maryland, is one of the first regional malls in the area offering **free mall wide Wi-Fi** to its customers.

Frank Meyer, General Manager since March 2007, is pleased to invite mall patrons to bring their laptops and other wireless devices to take advantage of our ample, comfortable seating throughout the mall and stay connected. Shoppers will find numerous special offers and promotional information on www.securitysquare.com

The Mall will begin a full marketing campaign to include print and radio advertisement, barricade designs, press release, mall website, table tents, a message displayed on a 120 ft. electronic marquee sign facing Security Boulevard and two 3x3 laptop computer cutouts located near the main entrance of the mall introducing the **free mall wide Wi-Fi** service to the public.

Security Square Mall merchants feel much like Alvin Booze, Owner of Estillo Shoes, who said, "Offering **free mall wide Wi-Fi** will allow me to update my website regularly, allowing me to notify my customers of special sales and discounts while working 12 hour days in the store". Other merchants, such as Store Manager, Robin Green from Karibu Book Store, applaud the free Wi-Fi as a great opportunity to offer discounts to customers that are apparently interested in reading and are also computer literate.

In order to participate in the *free mall wide Wi-Fi* service, shoppers at Security Square Mall will be encouraged to sign up for our Security Square Select Program for free at the Customer Service Center. The Select Program is a customer loyalty program which entitles customers to free benefits for being a member. For more details about the Security Square Select Program, visit our website at www.securitysquare.com

Security Square Mall features more than 120 stores and eight anchors, including Macy's, Sears, Burlington Coat Factory, Old Navy, Seoul Plaza, Cactus Willie's Steak Buffet & Bakery, Modell's Sporting Goods and AMC Theatres.

Security Square
Your Mall. Your Community.