



HOLLADAY PROPERTIES

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For Immediate Release:

Heritage Square Welcomes Dagwood's Sandwich Shoppe

Mishawaka, Ind. – Heritage Square will be home to Dagwood's Sandwich Shoppe's second location in the South Bend/Mishawaka market. Their 2,000 square foot space will be located next to Portrait Innovations and New Balance and the anticipated opening date is set for February 1st, 2009.

Inspired by the sandwich introduced over 70 years ago by the comic strip character, Dagwood Bumstead of the "Blondie" comic strip, Dagwood's is the brainchild of Dean Young, creator of the comic strip. Owned locally by market partner, Sam Bowers of KMA-1, LLC, the sandwich shoppe features toasted subs, hot pressed and fresh deli sandwiches, wraps, salads and a soup of the day. Combo Specials, Kids' Meals and the Zesty Pepper Potato Chips, exclusive to Dagwood's, are also featured.

Dustin Bowers, the district manager of Dagwood's, is excited to get into Heritage Square. "We are looking forward to bringing new lunch and dinner options to the Mishawaka/Granger area and feel Heritage Square is a great place to call home," commented Bowers. "We have been extremely busy and received nothing but positive comments from our guests in our South Bend location and we expect the same feedback at our new location in February."

Holladay Properties is excited to have a unique sandwich shop coming to Heritage Square and are pleased that they can offer their customers another national retailer to the area.

Holladay Properties' Heritage Square, a 230,000 square-foot open-air shopping center, with a perfect blend of upscale retail, restaurants, cafes, and personal services, is South Bend/Mishawaka's most distinctive shopping experience. For more information, visit www.shopheritagesquare.com.

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