



For Immediate Release
Good News Story!

**Fun Factor Revved Up in Calgary with Opening of
The Discovery Hut's Newly Expanded Store**
- Parents Continue to Splurge on Kids Despite Economic Recession -

May 7, 2009, Calgary, AB... Despite cutting back discretionary spending on themselves, one specialty retailer says Calgary parents continue to splurge on their kids. John Tait, founder of the energetic playground, The Discovery Hut, says his store has experienced strong traffic and sales numbers even though other retail sectors have reported dips. To accommodate continued growth, The Discovery Hut has just completed construction of its new 3,100 square foot store at Chinook Centre, with an additional 700 sq. ft. to be added to the store in 2010.

"A visit to the toy store is a form of entertainment for many families and even in this tough economic climate, people still want to be entertained," said Tait. "We've been fortunate to not experience any negative change in sales and quite frankly, the fact that we'd outgrown our space was limiting our growth more than anything. Our new store gives us more space to work with to add to the entertainment experience and bring new and fresh products to the families we serve," he said.

The new store design features a welcoming 3D storefront and they've fine-tuned the layout from previous learnings. Strollers will now be able to easily navigate the store, a distinct baby zone has been added and the checkout counter has increased from two tills to four. The new shelves are now stocked with old favourites like Lego, Playmobil, Webkins and Gund and visitors can also find new lines such as Genuine Monkeys, Mighty World, North American Bear Company and Idbids, all natural plush toys for the environmentally conscious.

About The Discovery Hut:

Founded in Calgary in 2001, The Discovery Hut has been providing educational and specialty toys to kids of all ages for over eight years.

About Chinook Centre:

Chinook Centre, managed by Cadillac Fairview Corp., boasts over 200 retail outlets including three department stores, Calgary's only Williams-Sonoma & Pottery Barn, one of Canada's largest food courts, and a 120,000 square foot entertainment wing. Chinook Centre is in the midst of an expansion project, a 180,000 square foot addition that will make way for an additional 60-80 new retail locations, new restaurants and 1,200 heated underground parking stalls. For more information, visit www.chinookcentre.com.

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