



For Immediate Release
Contact: Paula Biggs
pbiggs@perkinsrowe.com
225.761.6905

Fine Living TV Network to Feature Perkins Rowe Lofts in Louisiana Experience Program

BATON ROUGE, La. (March 4, 2008) – For those in Baton Rouge, Perkins Rowe is known as the place for an exciting day of shopping with girlfriends, a unique dinner shared with friends or a fun-filled evening at the movies with the family. Recently, Fine Living TV Network came to Perkins Rowe to capture the luxurious residential living spaces and high-energy lifestyle for its one hour television special called the “Louisiana Experience.”

After filming the beauty of local plantations in the Baton Rouge area, a more modern lifestyle experience was required to round out the segment, and Perkins Rowe offered the perfect mix of living, shopping, dining and entertainment.

The crew out of Knoxville, Tenn., spent the better part of a day filming at the community, focusing on the Lofts, Perkins Rowe’s condominiums which have been selling briskly over the past few months. Also included in the shoot were lifestyle shots around the development including street scenes and retail outlets.

“We were thrilled to have a national television network like Fine Living out to tour the site and film our living spaces for the ‘Louisiana Experience’ segment,” said Paula Biggs, Marketing Director at Perkins Rowe. “Perkins Rowe is unlike anything else in the state and adds a more modern, urban element to the rich heritage and history of Louisiana.”

Other stops on the “Louisiana Experience” include ghost-hunting at The Myrtles, admiring the architecture in New Orleans, dancing to a Zydeco band in Lafayette and dining on meat pies in Natchitoches. The “Louisiana Experience” will air in April on the Fine Living TV Network.

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About Perkins Rowe

Perkins Rowe is a two million square-foot mixed-use development located in the heart of Baton Rouge at the corner of Bluebonnet Boulevard and Perkins Road. Opened in late 2007, Perkins Rowe is a city within a city, featuring the Perkins Rowe Town Hall and town square, pedestrian-friendly streets, two large parks and over 60 shops and restaurants, many unique to Louisiana. Adding to the “urban community” feel of Perkins Rowe are the luxurious residences and office space located above the bustling retail, a 35,000-square foot Bally Total Fitness, a 16-screen Cinemark Theater, gourmet grocery and hospital all on-site. Upon completion, Perkins Rowe is projected to draw over seven million visitors per year.

Perkins Rowe is developed by JTS Interests, a real estate investment and development company headquartered in Baton Rouge, La. JTS owns and manages numerous commercial and residential developments across the Southeast. For more information about Perkins Rowe, and a complete listing of shops and restaurants, visit www.perkinsrowe.com. For additional information, contact Paula Biggs at 225.761.6905 or via email at pbiggs@perkinsrowe.com.

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