

THE SHOPS AT
**PRUDENTIAL
C E N T E R**

news

AT THE CENTER

Andrea Simpson
Director, Marketing
(617) 236-2342

Asimpson@bostonproperties.com

The Shops at Prudential Center launches 31 NIGHTS OF LIGHT, shining a light on 28 Boston area organizations and lighting every night in December

The Beacon of Boston will be lit every night in December • 31 Nights of Light to help remind an entire community what the holiday season is about

BOSTON, MA – November 25, 2009 – **The Shops at Prudential Center**, New England's #1 shopping and dining destination, announced today that it will launch 31 Nights of Light, a new Boston holiday tradition, on December 1. Utilizing a new set of LED lights on the 51st floor of the Prudential Tower, The Shops at Prudential Center will partner with 28 Boston area organizations to light the top of the Tower a different color every night of the month.

“The Prudential Tower has long stood as the Beacon of Boston, cheering on our home team, standing tall for causes that impact our communities and now, during the holiday season, the Tower will shine brightly every night to remind an entire city and beyond what the holidays are truly about. The holiday season is a time for caring, sharing, family and friends, a time to look outward and remember those in need or less fortunate than ourselves,” said Andrea Simpson, Director of Marketing for The Shops at Prudential Center. “Lighting the Tower every night in December and asking our media partners to help spread the word will provide significant visibility for these organizations during a key giving season.”

“This is a unique program at a unique Center, unlike any other in the world. We hope that 31 Nights of Light shines beyond Boston for the world to see. The more people that see it, the more impact we make for these organizations and Boston as a whole,” said Christine Bouffard, Senior Property Manager for The Shops at Prudential Center.

Many of the 31 Nights of Light partners will host ceremonial “Flip the Switch” events with a four-foot light switch at The Shops at Prudential Center on their designated evening. Organizations will invite their supporters as The Shops at Prudential Center invites its shoppers and the whole Boston community to join them. Supporters and guests of the lighting events will receive a complimentary Holiday Savings Pass good for more than 40 discounts across the Center and special dining offers as a thank you for their support.

The new lighting system will support a major City of Boston initiative each time it is lit. “The LED lights use less energy than traditional lighting systems, thus supporting the Boston Properties sustainability program and Mayor Menino’s goal of making Boston the greenest city in America,” said Mark Cozzens, Regional Property Manager at Boston Properties. “In addition, The Shops at Prudential Center transitioned the majority of its holiday décor to LED this season.”

Lighting partners include:

- Arts Boston & The Mayor’s Holiday Special
- The Women’s Lunch Place
- MSPCA-Angell
- Starlight Children’s Foundation New England
- The Boston Ballet
- Save A Dog
- Birthday Wishes
- The Home for Little Wanderers
- The Boston Pops
- Make-A-Wish Foundation of Massachusetts and Rhode Island
- United Way of Massachusetts Bay and Merrimack Valley
- Children’s Hospital Boston
- Saint Francis House
- Operation Frontline Massachusetts & Share Our Strength
- Boston Living Center
- Dress for Success
- Susan G. Komen for the Cure
- Accelerated Cure Project for Multiple Sclerosis
- The Greater Boston Food Bank
- Autism Speaks
- Sister to Sister: The Women’s Heart Health Foundation
- Franciscan Hospital for Children
- Massachusetts Coalition for the Homeless
- Camp Harborview
- The Ellie Fund
- Boston Bruins Foundation
- Massachusetts Audubon Society
- First Night Boston

The Shops at Prudential Center Holiday Season

The Shops at Prudential Center has centered its entire holiday season programming on the foundation of giving back. In addition to 31 Nights of Light, the 2009 holiday season entertainment schedule will kick off with Pops Goes the Holiday Season - a new and exciting event in partnership with the Boston Pops that will showcase the Tanglewood Festival Chorus, Keith Lockhart, the Boston Children's chorus and more. Entertainment in December will include a full week of performances sponsored by Berklee School of Music, community groups, and carolers. The Shops partners with Globe Santa to offer donation-only photos with Santa to benefit underprivileged children, hosts two toy drives, displays gingerbread houses as part of the Sweet Home Project, and supports Boston area charities through the December 4 GIFT shopping event.

To follow the lights, learn more about the organizations, or to view the full holiday events listing please visit www.prudentialcenter.com.

Photos available upon request. Nightly photo opportunities. Look for individual lighting releases or media advisories from participating organizations.

About The Shops at Prudential Center

The Shops at Prudential Center is owned and operated by Boston Properties. It is New England's top shopping and dining destination with 75 world class retailers, 27 dining options, 3000+ parking spaces, and 4 top Boston attractions all under 1 roof. The Shops at Prudential Center is home to the Boston area's only Saks 5th Avenue and Vineyard Vines, the recently opened White House Black Market, and over 100 events every year. For more information on The Shops at Prudential Center visit www.prudentialcenter.com.

About Boston Properties

Boston Properties is a fully integrated, self-administered and self-managed real estate investment trust that develops, redevelops, acquires, manages, operates and owns a diverse portfolio of Class A office properties and one hotel. The Company is one of the largest owners and developers of Class A office properties in the United States, concentrated in five markets – Boston, Midtown Manhattan, Washington, D.C., San Francisco and Princeton, N.J. For more information about Boston Properties, please visit us on the web at www.bostonproperties.com.