



## **"Herb" Philipson's to open 34,000 s/f store in Dewitt Town Center; Zazzara Jr. of Icon Cos.- leasing rep for the center**

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"Herb" Philipson's, Outfitter's for the Great Outdoors, will be opening a new store in the Dewitt Town Center, 3179 Erie Blvd. East. Renovation to the new 34,000 s/f store is proceeding on schedule and they are optimistic for a June opening.

"We are looking forward to new opportunities and new friends in the greater Syracuse community," said Gary Philipson, president of "Herb" Philipson's. "We have been outfitting customers for many years in this area, and we feel our unique mix of clothing, footwear, sporting goods, and outdoor merchandise will continue to be a mainstay in this retail market." "Herb" Philipson's was founded by Gary's father, Herb, in 1951 and offers quality brand name merchandise at everyday low prices. Herb's philosophy of low prices gained him a reputation as the "Price Fighter."

The original store in Rome, NY, had just 800 s/f of selling space in a modest storefront location. Today, the eight "Herb" Philipson's stores offer 240,000 s/f of fashion and work apparel, athletic and casual footwear, as well as a large selection of hunting, fishing, and camping gear. Brand names include The North Face, Under Armour, Columbia, Carhartt, Lee, Levi, Nike, Red Wing, Lacrosse, Teva, Fox Racing, New Balance, Coleman, Shakespeare, Old Town, and Remington. "Herb" Philipson's has stores located in Rome, Oneida, New Hartford, Herkimer, Watertown, Newark, Liverpool, and now Dewitt, New York.

"Herb" Philipson's is a thrilling addition to Dewitt Town Center and further enhances the tenant mix," said Grazi Zazzara Jr. of Icon Companies, the leasing representative for Dewitt Town Center. In just under one full year, this will be the 8th new store opening at the center totaling a combined 142,400 s/f of space according to Icon. "Our strategy to fill the shopping center has been persistent, but also with strategic targeting to create a synergistic mix of quality tenants."

"Herb" Philipson's joins Harbor Freight Tools, Skyzone, Five Guys Burgers and Fries, Empire Buffet, Time Warner Cable, Jreck Subs, Matthews Salon Spa, Pella Windows, Cricket, Oreck, and Northeast Orthodontics in the revitalized Dewitt Town Center. "Herb" Philipson's new 34,000 s/f store is located near the middle of the shopping center between Jreck Subs and Cricket.

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