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The Summit at Fritz Farm Announces COS BAR *Luxury cosmetics retailer opens first-ever Kentucky location*

BIRMINGHAM, Ala., Feb. 18, 2016 — Bayer Properties today announced that Cos Bar, the first independent luxury cosmetics retailer in the U.S., has selected The Summit at Fritz Farm as its premier Southeastern location. Cos Bar currently operates specialty boutiques in affluent markets such as Aspen, Vail, Scottsdale, and New York City. The Summit at Fritz Farm is a \$156 million mixed-use experiential development opening in Lexington, Kentucky in March 2017.

“Attracting unique retailers such as Cos Bar to The Summit at Fritz Farm furthers our vision to create an unparalleled experience in Lexington,” said Jeffrey Bayer, president and CEO of Bayer Properties. “Our desire is for The Summit at Fritz Farm to complement the sophistication and charm of Lexington and become a one-of-a-kind gathering place for visitors and residents.”

Cos Bar offers a top tier assortment of global cosmetic and skincare brands traditionally only sold at luxury department stores, such as Tom Ford, La Prairie, By Terry, By Kilian and La Mer, to name a few.

“Lexington is an underserved market for better retail, and the affluent leisure traveler and residents seek a world-class experience when shopping,” said Lily Garfield, founder of Cos Bar. “The Summit at Fritz Farm will take shopping in Lexington to the next level, fitting perfectly with our brand model to cater to those looking for best-in-class products and services in the luxury cosmetics and skincare market.”

The Summit at Fritz Farm, a modern, walkable development will combine national retail brands, local chef-driven concepts, the first food-hall concept in the region, Class A office space, luxury apartments and a fashion inspired boutique hotel.

About Cos Bar

Founded in 1976, Cos Bar maintains a niche positioning in the luxury specialty beauty retail industry. It is widely considered the first independent luxury cosmetics retailer in the U.S. The Company currently operates 14 specialty boutiques through the U.S. in affluent markets such as Aspen, Vail, Scottsdale, and New York City, among others. The Company has developed a strong relationship in the industry that has allowed the Cos Bar brand access to an unparalleled top tier assortment of global cosmetic brands, traditionally only sold at luxury department stores. For more information about Cos Bar visit www.cosbar.com.

About The Summit at Fritz Farm

The Summit at Fritz Farm, located in Lexington, Kentucky at the crossroads of Nicholasville Road and Man 'O War Boulevard, is a mixed-use development that will include 1,000,000 square feet of retail and chef-driven restaurant concepts, 306 condo-quality apartments, approximately 125-room fashion inspired boutique hotel and 48,000 square feet of class A office space once completed. This regional shopping destination will feature more than 75 restaurants and shops, such as Whole Foods Market, Arhaus, Pottery Barn, Shake Shack, J.Alexander's, Brooks Brothers among others. Phase I will open March 29, 2017. For information, follow The Summit at Fritz Farm on Facebook and Instagram.

About Bayer Properties

Birmingham, Alabama-based Bayer Properties LLC specializes in developing, leasing, managing and marketing mixed-use real estate properties nationwide. Bayer Properties currently owns and/or operates retail and office properties totaling approximately 10 million square feet, such as The Summit in Birmingham, AL, Mount Pleasant Towne Centre in Mount Pleasant, SC, and The Summit in Reno, NV. New developments include The Pizitz Building urban revitalization project in Birmingham, AL., and The Summit at Fritz Farm, a mixed-use project in Lexington, KY. For more information, visit bayerproperties.com.

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