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## **CINNABON OPENS MONDAY AT PALISADES CENTER**

**WEST NYACK, N.Y.:** On Monday, May 21, 2018, Cinnabon will open at Palisades Center to the general public. Cinnabon, Inc., is a maker of world-famous cinnamon rolls, delicious signature beverages and more.

Palisades Center guests have been looking forward to this anticipated opening. Palisades Center social media posts garnered a total of 1,865 reactions, comments and share across both Facebook and Instagram when announcing its arrival. “[Cinnabon] has been a common request from guests. We’re excited to bring in a new tenant that will make so many of our guests happy,” says Palisades Center Marketing Director Rachel Chester.

At the new Cinnabon bakery location, guests can enjoy the famous aroma of warm dough and cinnamon, along with ooey-gooney™ treats including Classic Cinnamon Rolls®, which are baked oven fresh with Makara® cinnamon and brown sugar and topped with signature cream cheese frosting, as well as the MiniBon®, a smaller version of the Classic Roll, and new bite-sized CinnaSweeties for easy on-the-go convenience. Cinnabon also offers a full line of made-to-order blended beverages, including the Mochalatta Chill® and original Creamy and Tangy Chillattas®.

“Cinnabon fans have been asking for a closer location in Palisades Center, and we’re excited to now provide them with a nearby bakery for that oh-so-worth-it moment of ultimate satisfaction,” said Cinnabon President Joe Guith. “Everyone deserves to treat themselves once in a while and there’s no better way than biting into the genuine goodness of a Cinnabon product.”

For more information and updates, please visit [www.palisadescenter.com](http://www.palisadescenter.com).

### **About Cinnabon**

Founded in Seattle in 1985 and now based in Atlanta, Cinnabon LLC, is the market leader among cinnamon roll bakeries. The company serves fresh, aromatic, oven-hot cinnamon rolls, as well as a variety of other baked goods and specialty beverages. Cinnabon® currently operates over 1,200 franchised locations worldwide, primarily in high traffic venues such as shopping malls, airports, train stations, travel plazas, entertainment centers and military establishments. Cinnabon® is also a multi-channel licensor, partnering with other companies to provide over 70 brand licensed products at foodservice and retail venues. Visit [www.Cinnabon.com](http://www.Cinnabon.com) for more information, follow on Twitter @Cinnabon or become a Facebook fan at [www.facebook.com/Cinnabon](http://www.facebook.com/Cinnabon).

### **About Palisades Center**

Palisades Center is among the top ten most visited malls in America and is the premier shopping, dining and entertainment destination in the lower Hudson Valley. Located just 25 miles north of NYC, Palisades Center is a four-level shopping center offering over 200 stores, 15 sit-down restaurants, a bowling alley, ice rink, the world's tallest indoor ropes course, comedy club, and more. With its unique and diverse merchant mix, Palisades Center is the go-to place for local shoppers and tourists alike. To learn more, visit [www.palisadescenter.com](http://www.palisadescenter.com), [www.facebook.com/palisadescenter](http://www.facebook.com/palisadescenter), [www.twitter.com/palisadescntr](http://www.twitter.com/palisadescntr), or [www.instagram.com/palisadescntr](http://www.instagram.com/palisadescntr).

### **About Pyramid Management Group, LLC**

Pyramid Management Group, owner of Palisades Center, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 17 properties located throughout New York, Massachusetts and

Virginia. Pyramid is an industry leader in combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit [www.pyramidmg.com](http://www.pyramidmg.com).

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