



Express Image Digital and Taubman Deploy an Innovative Wayfinding Experience at the Reimagined Beverly Center in L.A.

ST. PAUL, Minn., Dec. 12, 2018 – As part of Taubman Centers, Inc.'s recent unveiling of the reimagined Beverly Center in Los Angeles, Express Image Digital completed the implementation of an innovative wayfinding directory solution to enhance the overall guest experience.

The wayfinding platform was designed to complement Beverly Center's new contemporary design and ambience. The software solution includes a tailored user interface, advanced analytics, interactive mapping, text to phone capabilities and numerous other consumer-friendly features.

"Beverly Center's new intuitive digital directories enable guests to quickly navigate a route to their favorite spots to shop and dine," said Beverly Center's General Manager, Ralph Barnes. "Throughout the project, Express Image Digital was committed to providing superior service and support, while keeping the guest experience at the forefront of the overall design."

Jeffery Sarenpa, President, Founder, and CTO of Express Image Digital stated, "Working with a well-known company like Taubman has been an honor. We are ecstatic to have our wayfinding solution helping the millions of annual visitors at Beverly Center. Our goal with any partnership is to deliver the best solutions coupled with an effortless implementation process."

About Express Image Digital

Express Image Digital, located in St. Paul, MN, is an end-to-end digital wayfinding specialist. Through the development of customizable wayfinding solutions, Express Image Digital helps its partners deliver a better guest experience by making navigation stress free and gaining access to relevant content. With a focused effort to provide superior software capabilities, flexible hardware offerings, and best-in-class support, Express Image Digital is redefining the wayfinding experience. To learn more visit our website at expressimage.digital.

About Beverly Center

With LA's largest collection of shops and restaurants under one magnificent skylight, the new Beverly Center reflects the diverse styles and tastes of Los Angeles and its many visitors. An unparalleled collection of luxury, contemporary and fast-fashion brands awaits shoppers, including Apple, Balenciaga, Coach, COS, Dolce & Gabbana, Fendi, G-Star Raw, Gucci, H&M, If & Co., Longchamp, Louis Vuitton, Maje, MCM, Michael Kors, Omega, Polo Ralph Lauren, Prada, Saint Laurent, Salvatore Ferragamo, Sandro, Superdry, The Celect, Tiffany & Co., Traffic Los Angeles, Uniqlo, Versace, Wolford, Zara and more. An unmatched restaurant collection includes fine-dining options Cal Mare, Farmhouse and Yardbird Southern Table & Bar, and fast-casual eateries Eggslut, Easy's, Tocaya Organica, LAMILL Coffee, Maragume Udon and Pitchoun Bakery & Cafe. More great additions, including The Webster, are coming soon. For more information, visit beverlycenter.com or follow @beverlycenter in social media.

About Taubman

Taubman Centers is an S&P MidCap 400 Real Estate Investment Trust engaged in the ownership, management and/or leasing of 26 regional, super-regional and outlet shopping centers in the U.S. and Asia. Taubman's U.S.-owned properties are the most productive in the publicly held U.S. regional mall industry. Founded in 1950, Taubman is headquartered in Bloomfield Hills, Mich. Taubman Asia, founded in 2005, is headquartered in Hong Kong. www.taubman.com.