

RETAILTRAFFIC

Pru Backs DeBartolo

Apr 1, 2004

Mall legend Edward J. DeBartolo's son is taking the family business in an open-air direction. Prudential Real Estate Investors signed a \$250 million deal with his Edward J. DeBartolo Jr.'s Tampa-based company, DeBartolo Property Group, to build and acquire community and power centers. DeBartolo currently owns 32 properties — mostly in the Midwest — and plans to build, buy and develop more properties across the United States, starting in Florida and the Pacific Northwest.