



For Immediate Release

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ATKINS FARMS COUNTRY MARKET WILL BE ANCHOR TENANT IN THE MILL DISTRICT, NORTH AMHERST

North Amherst, MA. June 1, 2014. Atkins Farms Country Market has announced it will be opening a 4,000sf fine foods store in the soon-to-be-renovated historic barn at 113 Cowls Road in North Amherst's newly branded 'Mill District.' Atkins in The Mill District will be approximately one quarter the size of the flagship store in South Amherst, and is targeted to open in August of 2015.

"We have heard from hundreds of commuters and residents who live north of Amherst, who've strongly encouraged us to bring them fine food shopping that's convenient to where they live, commute, and recreate," said Pauline Lannon, President of Atkins Farm Country Market.



Atkins in The Mill District, will offer residents, commuters, UMass affiliates and thousands more recreationists the opportunity to purchase goods that Atkins is known for including local produce; meat and poultry; fresh bakery items; gourmet cheeses; homemade deli offerings; flowers; and much more.

Co-Owner and Manager Kelly Lannon adds "if you stop in for coffee and a donut on your way to work and don't see that cut of beef you wanted, the exact kind of flowers

your wife likes, or if you want us to make you a customized birthday cake, just tell us and we'll have it for you before you commute back home at the end of the day!"

The 15 acre Mill District is being developed as *The Valley's Eats, Arts, and Entertainment Destination*. It's located north and south of Cowls Road in North Amherst, just east of Cowls Building Supply, which just celebrated its best quarterly performance in its 25 year history. The Mill District occupies the former site of WD Cowls' sawmill, planing mill, and drying yards.

The new destination development is moving quickly now that Atkins Farms Country Market has signed on as an anchor tenant.

The Trolley Barn, a mixed-use building at 68 Cowls Road is on schedule for occupancy in September 2014. Two restaurants are likely tenants: one serving breakfast and lunch, the other dinner.



The 14,400sf former sawmill building at 55 Cowls Road, is being looked at by several dynamic entertainment-oriented businesses.



“Our objective with the Mill District is to create a dynamic destination where it’s *great to gather*. Where it’s a *remarkably enjoyable* experience to come shop, eat, and actively engage in fun,” says Cinda Jones, President of WD Cowls / Developer of the Mill District. “Atkins is the perfect anchor to set the tone for The Mill District,” Jones added, “it’s where families travel from across the Pioneer Valley to have fun, shop for the best local and gourmet foods, and enjoy seasonal events like tasting fairs, autumn

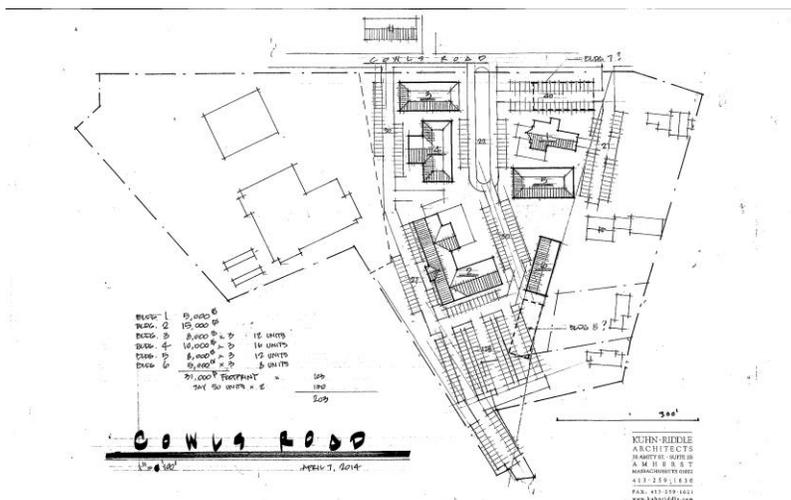
scarecrow making workshops, and summer antique car shows. We want to initiate events like these in the Mill District!”

Over 60,000sf of space is available in The Mill District. Finish levels and sf prices vary. Development partners are seeking dynamic and engaging tenants who will bring unique shopping, dining and entertainment experiences to guests.

Available spaces include:

- The Trolley Barn at 68 Cowls Road, (September 2014), 4,000sf of first floor commercial space, ideal tenants include a breakfast/lunch restaurant, day spa, copy center, gaming venue, or fine dining restaurant.
- The Sawmill at 55 Cowls Road at 14,400sf is ideally a destination entertainment venue for families and friends.
- Two large historic barns in the Mill District would make amazing destination restaurants; antique/art/furniture stores; or entertainment venues.
- Commercially-zoned homes on Cowls Road (available in June 2015) are ideal for Mill District Coffee and Tea House, a bridal shop, tailor shop or other small business.

For leasing inquiries contact Patrick Kamins of Kamins Real Estate at pdk.kaminsre@comcast.net or 413-253-2515 or Micki Sanderson of Jones Real Estate at mickisanderson@jonesrealtors.com or (413) 265-0061.



Vision for The Mill District, North Amherst
An Arts, Eats, and Entertainment Destination on the Foundation of an Industrial Past.

Our 2020 Vision (our objective): In 2020, when Amherst is recognized by all national magazines as the Best College Town on the Planet, the Mill District will be specifically named as a big reason why.

More than 25,000 vehicles per day commute through North Amherst from northern hill

towns boasting lower costs of living and more rural environments. There are 9,000 residential households in North Amherst, and 84% of these are rentals. Just a half mile south, over 21,000 students go to school at UMass and they're supported by 8,000 faculty and staff. Residents, commuters, and recreationists are demanding places where people can appropriately gather; and more choices for buying fine food; eating great meals; and enjoying dynamic entertainment.

The Mill District, north and south of Cows Road in North Amherst, is the antidote: a vibrant destination near work and home for fabulous eats, arts, and entertainment. Where you are right in the middle of the Pioneer Valley's best creative and artistic endeavors such as galleries, musical shows, performances and festivals.

Atkins Farm Country Market - The Mill District's Anchor Tenant

For over 100 years Atkins Farms has been growing apples and providing the Valley with fresh local farm products. Generationally owned and operated by local families, Atkins Farm Country Market has grown into the area's destination fine foods market. Offering locally produced and private label goods, as well as conventional and seasonal products from around the world, Atkins believes that sponsoring community farms, events, and organizations strengthens our community.

WD Cows, Inc., Mill District Developer And the History of The Mill District

Cows first settled what's now the Mill District in 1741. In 1768 David Cows built the Home Farm house at 134 Montague Road. This house has been the headquarters of the family timber and real estate business ever since.



Over the years, the Mill District has been a processing center for milk and onions; trolley depot; wholesaled lumber sales distribution center (back before electricity when Cows lumber was being milled in the woods); it housed what was likely the country's first electric sawmill then planing mill; and it still hosts Cows' retail building materials store and WD Cows' corporate headquarters.

Like every generation before on this site, the Cows family today is developing on its Home Farm enterprises to serve the needs and wants of its community. In an age with an Internet satisfying diverse shopping and dating needs, what's missing in today's North Amherst is *community*: A welcoming place for friends and families to come together to enjoy great food and fun. This we seek to deliver in The Mill District.

The Mill District, The Valley's Eats, Arts & Entertainment Destination

Built on the Foundation of an Industrial Past

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