

## News Release



**Contact: Wendy McCarthy**  
**919-277-1194**  
**wmccarthy@fwv-us.com**

**Draft 1/21/08**

### **155 New Jobs, 32,000 Square-Foot of Space, and \$5 Million More In-Store for Roanoke Rapids and Carolina Crossroads**

*-- Developers Break Ground on Shoppes at Carolina Crossroads --*

Roanoke Rapids, N.C. (January 23, 2008) – I-95 Exit 171 was abuzz today with dual events drawing attention and excitement to real estate developments at the Carolina Crossroads Music & Entertainment District.

Immediately following a ribbon-cutting to open the deluxe RV Resort at Carolina Crossroads, developers broke ground on the 32,000 square-foot Shoppes at Carolina Crossroads, which is set to open this fall. The new development will include 25,000 square-feet of retail space and a 7,000 square-foot, two-story, upscale restaurant.

“Without question, Carolina Crossroads is an incredibly attractive location to set-up shop,” said Algernon Alston, president of A.L.G.I.E., the company developing the Shoppes at Carolina Crossroads. “With 40,000 visitors driving along I-95 every day, we’re giving people several more reasons to stop and enjoy everything Roanoke Rapids and Carolina Crossroads have to offer.”

The Shoppes at Carolina Crossroads is expected to bring 155 new jobs to Roanoke Rapids, which has cut its unemployment rate in half in recent years. City leaders have sought to capitalize on the town’s prime location just inside the state’s northernmost border on busy I-95 to generate additional jobs. All told, the Carolina Crossroads Music & Entertainment District has or will produce 375-400 new jobs by the end of this year. Carolina Crossroads looks forward to additional groundbreakings in the near future.

“We are obviously thrilled to see the additional development moving forward at Carolina Crossroads,” said Mayor Drewery Beale. “Already our economy is humming. These new jobs, along with \$5 million in new investments, tell us that we are definitely moving in the right direction.”

The Shoppes at Carolina Crossroads will feature eight retail tenants including a boutique clothing store and other retailers. In addition, the development will house DeVito’s Rotisserie Bar & Grill, a 7,000 square-foot, two-story facility that alone will employ about 75 people. DeVito’s will feature live entertainment with a house band performing regularly. The menu will include an array of seafood, steak, and, of course, the house specialty, rotisserie chicken. North Carolina-based Helms Builders is constructing the Shoppes at Carolina Crossroads. They will begin construction in approximately 45 days, with completion expected sometime this fall.

-more-

Also, today, City Officials cut the ribbon on the RV Resort at Carolina Crossroads. With more than 8.5 million households expected to own RVs by 2010, the park seeks to appeal to the growing legion of more upscale and young RV owners. The average RV owner is 49 with a household income of \$68,000 and RV ownership is growing most rapidly among people younger than 35.

The RV Resort at Carolina Crossroads features amenities like free wireless Internet; 30, 50 and 110-amp hook-ups; arcade games; a picnic area; and pets are welcome. The 89-space RV Resort is currently running a snowbird special with rates as low as \$15/night for two adults and two children. The RV Resort benefits from Halifax County's streams and fishing, among other area amenities.

Up next, the 147-room Hilton Garden Inn is expected to open later this spring. The hotel is being developed by B&C Southeast Hospitality, a nationally-recognized hotel development company.

About A.L.G.I.E.

A.L.G.I.E. Management, LLC was established in August 2007 and is located in Roanoke Rapids, NC. The company's first acquisition consists of 2.5 acres of land situated in the Carolina Crossroads entertainment district. The company is headed towards developing this property and providing job opportunities to the community as well as contributing to the entertainment district. Additionally, A.L.G.I.E. Management, LLC goal is to become a successful developer of commercial and residential development in the Roanoke Valley and neighboring communities.

About Carolina Crossroads:

Carolina Crossroads is a 1,000-acre development, located halfway between New York and Florida in Roanoke Rapids, NC. The entertainment, tourism and retail destination will offer live performance theatres, shops, hotels, convention, and conference facilities, recreation and amusements and numerous dining options. The Roanoke Rapids Theatre anchors the district, with country, pop, beach, and gospel music acts. See [www.carolinacrossroads.com](http://www.carolinacrossroads.com) for more information.

About Roanoke Rapids:

Roanoke Rapids is located in Halifax County on the Roanoke River, part of the Inner Banks. More than 4,000 businesses reside within the city's 30-mile trade area. Roanoke Rapids debuted in Site Selection's "micropolitan" list of the top small market economies in the U.S. in 2004, tied as the 23rd ranked city. In 2006 it tied for 17th in the rankings. See [www.rvchamber.com](http://www.rvchamber.com) for more information on business opportunities in Roanoke Rapids.

In addition to Carolina Crossroads, the city boasts several attractions for visitors including the Canal Arts Center, the Roanoke Canal Trail, Roanoke Rapids Lake Park and easy access to Lake Gaston with 350 miles of shoreline. See [www.visithalifax.com](http://www.visithalifax.com) for more information on visitor activities in Roanoke Rapids.

###