



## **PRESS RELEASE**

**11<sup>th</sup> March 2009**

### **PLAZA CENTERS HELPS SENIORS IN LIBEREC**

**Plaza Centers, a leading shopping and entertainment project developer in the CEE region, whose new shopping scheme Liberec Plaza will be opened on 26<sup>th</sup> 2009, is pleased to announce the launch of its new project in support of seniors in Liberec and adjacent areas.**

Within its CSR programme, Plaza Centers actively support the communities in which they operate. In 2008 and 2009 the company decided to help seniors, a social group which is often neglected and therefore very much in need of assistance.

In Liberec the company has decided to support seniors via the cooperation with the local social and health care centre to which Plaza donated CZK 250,000 to purchase a car for mobile domiciliary services. Founded in 1997, the Social and Health Care Centre Liberec is an allowance organisation affording a wide range of welfare services in the social and health care sectors. The services are provided to the most vulnerable groups of citizens, including, among others, seniors in the area of greater Liberec. In 2007 the Centre provided services to 856 clients. It delivered 76,889 lunches and gathered, washed, ironed and distributed 1,007 kg of linen.

The main reason Plaza decided to help in this area was the fact that in 2007 the new Social Security Act came into operation having a great impact on the domiciliary services in following years. The social sector witnessed a high increase in people who required day care services while living in their own apartments around the city. The objective is to provide clients with an opportunity to stay in the environs of their own homes for as long as possible, instead of being hospitalised.

*“The possibility of a mobile domiciliary service in Liberec was conditioned by the expansion of the existing fleet of vehicles. That is why we have decided to support the Centre with financial resources to purchase a car that will benefit clients in need of mobile services. Plaza is a company which cares for the development and social growth of the regions we operate in,”* said **Tal Ben Yehuda, Director of Plaza Centers Czech Republic.**

**Notes to Editors**

**Plaza Centers N.V.** ([www.plazacenters.com](http://www.plazacenters.com)) is a leading emerging markets developer of shopping and entertainment centres. It focuses on constructing new centres and, where there is significant redevelopment potential, redeveloping existing centres in both capital cities and important regional centres. The Company is dual listed on the Main Board of the London Stock Exchange and, as of 19 October 2007, the Warsaw Stock Exchange (LSE:"PLAZ", WSE:"PLZ/PLAZACNTR"). Plaza Centers N.V. is an indirect subsidiary of Elbit Imaging Ltd. ("EI"), an Israeli public company whose shares are traded on both the Tel Aviv Stock Exchange in Israel and the NASDAQ Global Market in the United States.

Plaza Centers is a member of the Europe Israel Group of companies which is controlled by its founder, Mr Mordechay Zisser. It has been active in real estate development in emerging markets for over 12 years.

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