



FOR IMMEDIATE RELEASE

January 2008

Contacts:

Ben Roberts/Jamie Gallagher

e3communications

716-854-8182

**Benderson Development Retains e3communications for
Public Relations Services**

BUFFALO, NEW YORK – e3communications today announced that the agency has been retained by Benderson Development to provide public relations services for the company's Amherst Town Centre lifestyle development project.

The \$44 million Amherst Town Centre is being proposed on the site of the former Buffalo Shooting Club on Maple Road in the Town of Amherst and is the first of its kind, mixed use lifestyle center in Western New York, featuring a livable, walkable community combined with a unique mix of residential, commercial and retail facilities. The project also features a 4.5 acre park encompassing over 2,000 feet of frontage along Maple Road and will include nature trails, bike paths, ponds and extensive landscaping.

The development project will result in the clean up and remediation of a 34 acre brownfield site that has been contaminated for decades by lead and other contaminants from disposed munitions. The project will generate \$1.6 million annually to the Town of Amherst, including \$1 million annually to the Sweet Home School District. The project also will create hundreds of jobs once construction is completed. The mixed-use development has been very successful in other regions of the country and will be the first of its kind development in Western New York.

With offices in Buffalo and Albany, e3communications is a full service public relations and public affairs agency that provides clients with various public relations services, including issues management, media training, crisis communications as well as government affairs services. For more information please visit www.e3communications.com.