



Press release

Warsaw, 24.03.2011

SMYK – new shop in PH Młyn in Wrocław!

SMYK is a Polish chain offering a wide range of children's accessories, toys and other products for babies and pregnant women, including clothing and footwear. Apart from worldwide-known brands such as Fisher Price, Tiny Love, Barbie, Lego or Baby Born, **SMYK** is offering its own exclusive brands: COOL CLUB clothes and SMIKI toys.

First **SMYK** was opened in Warsaw in 1952. In 2006 their international expansion with shops in Germany and Ukraine started. Since 2009 the brand is also present on the Romanian market.

SMYK has taken the former Dziecko unit. The shop will cover the area of around 900sqm. It will have on offer a wider range of prams and child car restraints compared to standard Smyk shops.

The new store is due to open in April/May.

PH Młyn was opened in December 2008 and is owned and managed by Helical Poland. Tenants include Media Expert, Piotr i Paweł, TKMaxx, Super-Pharm, Deichmann, Kakadu, Komfort and Arte.

Note to Editors:

Helical Poland is subsidiary company of Helical Bar plc and was established in 2005. Helical Bar plc is a UK based property development and investment company listed on the London Stock Exchange. To take advantage of the growth potential of the Central European markets, Helical Bar opened its first overseas office in Warsaw, Poland. In 2008 it opened an office in Krakow. Specializing in retail warehousing and shopping centre development, Helical Poland completed its first project in Wroclaw – Park Handlowy Młyn in December 2008; a Second project, Turawa Park, a 40,000 m2 scheme financed by Standard Life Investments is due to open in March 2011.

www.helicalpoland.pl

Helical Poland Sp. z o.o.
ul. Wspólna 35/9
00-519 Warszawa

Biuro Kraków
ul. Bolesława Prusa 10/18
30-109 Kraków
Poland

More information:
Anna Kryłowicz
Tel. 669 001 433
ak@helicalpoland.pl

Leasing:
Dorota Beltrani
Tel. 601 241 388
db@helicalpoland.pl