



## PRESS RELEASE

### For Immediate Release

Contact: Katherine Blachly  
Director of Marketing  
SRS Real Estate Partners  
972-726-4559  
15601 N. Dallas Parkway, #400  
Addison, TX 75001  
[katherine.blachly@srsre.com](mailto:katherine.blachly@srsre.com)

### **Staubach Retail Services Changes Name to SRS Real Estate Partners**

*Change positions firm for long-term growth;  
Roger Staubach remains an equity holder and board member*

**(January 22, 2009-Dallas, Texas)** Officials with Staubach Retail Services today announced plans to rebrand the 22-year-old firm as SRS Real Estate Partners. The firm will continue to focus on representation of retail real estate clients. Roger Staubach will remain on the SRS Real Estate Partners board and will remain an equity holder.

Last June, Mr. Staubach announced he was selling The Staubach Company to Jones Lang LaSalle, but Staubach Retail and Cypress Equities remained independent firms. The name change to SRS Real Estate Partners is designed to position the company for future growth in the real estate market and to provide clarity in the market as independent from Jones Lang LaSalle.

Staubach Retail Services' mission, values and core competencies will remain in place. SRS Real Estate Partners President, Clay Smith, will be promoted to CEO/President. Staubach Retail Services former CEO, Chris Maguire, will continue to serve on the SRS Real Estate Partners Board of Directors and will be an equity holder in the firm. Mr. Maguire will remain CEO of Cypress Equities.

"We are proud of our heritage and legacy but now is the time to define ourselves as a separate real estate firm." says SRS Real Estate Partners CEO/President Clay Smith. "This is a mature company that is positioning itself for growth when the economy and real estate market rebound," Mr. Smith added.

SRS Real Estate Partners will continue its long-term relationship with Cypress Equities, the affiliated development firm led by Mr. Maguire.

- MORE -

“We look forward to continued involvement with SRS Real Estate Partners on real estate projects,” said Mr. Maguire.

Both firms will move their corporate headquarters to new offices in the Preston Center area of Dallas later this year.

###

*The evolution of Staubach Retail into SRS Real Estate Partners brings more than 300 retail specialists, in 21 offices nationwide to this new name with a strong heritage. Clients of SRS Real Estate Partners have a competitive edge with the full range of services which include user representation, project leasing, land brokerage, disposition, investment sales and real estate administration.*

*SRS Real Estate Partners is the nation’s largest retail real estate services firm. This concentration on and area of expertise in the retail arena provides excellence in local market knowledge on a national platform.*