



March 14, 2006

PALAGIO SHOPS ON SOUTH WESTERN - TESTIMONIAL

Being a resident of South Oklahoma City, I knew the Odom name well and to me it was synonymous with successful, high-end residential and retail areas. I was looking to open a new Marble Slab Creamery and knew the residents of South OKC were anxious for one of these super-premium ice cream franchises to open in their area. P.B. Odom III was nothing but professional, courteous, and very helpful in my decision to open the new store in the Palagio Shops on South Western. After reviewing the demographics of the area and speaking with several residents who were excited about the project, there was not a doubt in my mind that the store would be successful; little did I know just how successful it would be. On our first official opening day August 27, 2005, we experienced one of the most successful opening days and opening weeks in Marble Slab history. As a matter of fact, the first full month we were open we posted record sales numbers, and in spite of the time of year we opened up – which was not historically the best time to do so - we still did well. In competing with grand opening numbers posted during more preferable times of year (and climates) from over 500 Marble Slab Creamery stores operating across the country, that was an impressive feat!

We continued to enjoy a very successful winter, despite this being the typical “down time” for the ice cream industry, as one would imagine. As a matter of fact, in comparison to our Bricktown Marble Slab, which consistently posts some of the highest sales numbers in the nation, Palagio has actually outperformed Bricktown since we opened in August 2005! In addition, in comparison to our Norman store, which has posted consistent numbers for almost eight years now, Palagio has outperformed almost at a 2:1 ratio in sales! The store has been open just over six months, and now that spring has arrived, our customers continue to turn out in droves. The success of our new store in Palagio Shops on South Western has exceeded my wildest expectations! I would highly recommend Palagio to anyone interested in opening a successful business in a wonderful community. Working with P.B. Odom III has been a truly enjoyable experience.

Respectfully Submitted,

Richard L. Bishop

R.L. Bishop Enterprises, LLC
dba Marble Slab Creamery of Oklahoma

Wednesday, August 31, 2005

Business opens in Palagio



The redeveloped former grocery store at SW 104 and Western is open for business, with Marble Slab Creamery as its first tenant.

Marble Slab Creamery, owned by franchisee Mr. Bishop, opened Saturday.

"We had a great opening weekend with lines out the door from the moment we opened 'til after close," Bishop said.

The Marble Slab Palagio location has continued to break state records compared to the other locations.

Bishop said he selected Palagio because it's a new center that promises to draw a lot of interest, and the corner is one of the busiest in the area.

Odom started construction on Palagio in summer of 2004, transforming a 51,000-square-foot former Albertsons grocery store into what is now an Italian-facade shopping center with various spaces available for lease. About \$3 million was spent to redevelop the building.

"It's been fun and a challenge," Odom said. "It's like any major, extensive remodel -- there's always more work involved than you thought; it always costs more. But it looks fabulous. There's no resemblance at all to what we started with."

Updated, July 31st, 2009

Matthew Slusher acquired Marble Slab Creamery in the Spring of 2008. Mr. Slusher owns the Palagio and Bricktown locations.

"I chose to purchase the Palagio Marble Slab and the Bricktown locations" Slusher said, "Those two stores were the top performers regionally and nationally"

The Edmond and Norman stores did not perform to expectations and went out of business. Mr. Slusher continues to see growth at his Palagio location due to the draw of the other Palagio tenants. "Jump!Zone, Once Upon a Child and Pizza Hut among others have a large customer base and bring in many new and existing customers" said Slusher.

Marble Slab Creamery at Palagio continues to be one of the top performers in the region even in these uncertain economic times, which stands as a testament to the success of Palagio.