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For Immediate

Release

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ARSENAL YARDS ANNOUNCES SHAKE SHACK IS MOVING TO THE NEIGHBORHOOD

Danny Meyer's Critically Acclaimed Shake Shack Joins Boston's Next Great Neighborhood

Watertown, Massachusetts, October 24, 2018 – Boylston Properties and The Wilder Companies proudly announced today that Shake Shack will join Arsenal Yards, which by 2020 will be a thriving new neighborhood comprised of over more than one million square feet of development including 250,000 sq. ft. of curated shops and eclectic eateries, 200,000 sq. ft. of new and existing creative office and life science space, 425 contemporary residences, and a 150-room Hampton Inn & Suites by Hilton. The development will also include dedicated green space, access to a revitalized Arsenal Park, connection to the Watertown-Cambridge multi-use pathway and an accessible pedestrian/bicycle path to the Charles River.

Known as a cult-favorite around the world, Shake Shack is a critically acclaimed, modern-day burger stand praised for its delicious food, including premium burgers, chicken sandwiches, flat-top dogs, frozen custard shakes and crinkle cut fries. As part of Shake Shack's mission to Stand For Something Good®, they source only the highest quality ingredients from the best ranchers, farmers, bakers and food purveyors. Their beef is 100% all-natural Angus, never frozen, vegetarian fed, humanely raised and source verified. Their chicken is 100% all-natural and their flat-top hotdogs are 100% all-natural Vienna beef. All with no hormones or antibiotics, ever.

"We're excited to add another dynamic gathering place to Arsenal Yards," said Tom Wilder, principal of The Wilder Companies. "Shake Shack's investment in everything they do from sourcing high-quality ingredients, often from local artisan purveyors, to the investments they make in developing deep ties to their communities is truly unique and we're excited to have them be a part of the Arsenal Yards' experience."

The Shake Shack at Arsenal Yards menu will feature all the Shack classics, including the ShackBurger®, crinkle-cut fries and hand-spun shakes, plus a selection of frozen custard concretes in collaboration with local food purveyors. Shake Shack will donate a portion of the proceeds from one of the concretes to a local Watertown charity partner. In keeping with Shake Shack's commitment to green architecture and eco-friendly construction, the restaurant will be constructed with recycled and sustainable materials. Booths will be made from lumber certified by the Forest Stewardship Council, and table tops will be made from reclaimed bowling alley lanes.

"We're thrilled to bring Shake Shack to Arsenal Yards," said Andrew McCaughan, Vice President of Development at Shake Shack. "East End Watertown is a unique, culturally rich community that holds tremendous potential for continued growth. We couldn't be more excited to move into the neighborhood."

"When Shake Shack moves to a new neighborhood they always integrate seamlessly into to the community, becoming a part of the dialogue, and working with charity organizations, community centers, and local neighborhood partners, which speaks volume to their overall success as an international cult-favorite," said Mark Deschenes, a Principal of Boylston Properties. "Their confidence in, and commitment to East End Watertown speaks to the excitement around, and reputation of Arsenal Yards as Boston's next great neighborhood."

For more information: Arsenal Yards: www.arsenalyards.com
Shake Shack: www.shakeshack.com

ABOUT THE WILDER COMPANIES

The Wilder Companies is a Boston-based real estate development, management, and leasing firm specializing in the positioning of retail properties. Privately held and owner managed, Wilder's mission has been and continues to be to create vibrant shopping places that meet and exceed the expectations of customers, retailers, and investors. From lifestyle centers, urban properties, and community centers to mixed-use developments and super-regional malls, The Wilder Companies has developed, managed, and leased more than 20 million square feet of retail properties throughout the United States and Puerto Rico. The company continues to have a diverse portfolio of properties throughout the East Coast. For more information, please visit www.wilderco.com.

ABOUT BOYLSTON PROPERTIES

Boylston Properties is a Boston-based real estate developer of urban mixed-use projects including retail, residential, hotel, office, and research buildings. With over 30 years of experience and a contemporary vision, many of Boylston's high visibility projects have become part of the new urban landscape in metro Boston. For more information, please visit www.boylstonproperties.com.

ABOUT SHAKE SHACK

Shake Shack is a modern day "roadside" burger stand known for its 100% all-natural Angus beef burgers, chicken sandwiches and flat-top Vienna beef dogs (no hormones or antibiotics – ever), spun-fresh frozen custard, crinkle cut fries, craft beer and wine and more. With its fresh, simple, high-quality food at a great value, Shake Shack is a fun and lively community gathering place with widespread appeal. Shake Shack's mission is to **Stand for Something Good**[®], from its premium ingredients and caring hiring practices to its inspiring designs and deep community investment. Since the original Shack opened in 2004 in NYC's Madison Square Park, the company has expanded to more than 180 locations in 26 U.S. States and the District of Columbia, including more than 70 international locations across London, Hong Kong, Istanbul, Dubai, Tokyo, Moscow, Seoul and more. For more information, please visit www.shakeshack.com.