



Phillips Edison Recognized as Winners at 2017 U.S. MAXI Awards

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International Council of Shopping Centers (ICSC) Honors Phillips Edison with Gold and Silver Awards at RECon 2017

CINCINNATI--(BUSINESS WIRE)-- Phillips Edison & Company (Phillips Edison), a fully integrated real estate firm with a national platform of grocery-anchored shopping centers, is pleased to announce that it has been recognized by the International Council of Shopping Centers (ICSC) as a three-time medalist at the 2017 U.S. MAXI Awards. The Awards showcase the creative and innovative practices that paint the picture for the future of the industry.

Phillips Edison received a Gold award in the Traditional Marketing category for their "Grocery Focused, Retailer Centered," marketing campaign and the Company received Silver awards in the Traditional Marketing category for their "College Recruiting Brand: PECOI" and "RECon 2016 Social Media Strategy," efforts. Phillips Edison was honored on May 21 during a ceremony at ICSC's RECon, the world's largest retail real estate convention, in Las Vegas.

"Phillips Edison is always searching for ways to differentiate ourselves through marketing to our retailers, investors and communities that we serve. We also aim to promote our unique culture in order to create a diverse and well-rounded team of professionals," said Jeff Edison, CEO of Phillips Edison. "Not only do we strive to bolster our own company's objectives forward, but we hope these initiatives will move the needle for the industry as a whole. The programs recognized by the 2017 MAXI Awards do just that and we are thrilled to receive this honor."

The MAXI AWARDS celebrate the outstanding work and achievements of those who are transforming marketing in the retail real estate industry. Winners in Traditional Marketing displayed strategies across a number of subcategories, including: cause-related marketing, sales activation and business-to-business sales.

For more details about the U.S. MAXI Awards, visit <https://www.icsc.org/global-awards/maxi-awards>

About Phillips Edison & Company (PECO)

Since 1991, Phillips Edison & Company has focused on the grocery-anchored shopping center sector. The company has a fully integrated in-house operating platform built on market leading expertise designed to optimize property value and consistently deliver a great shopping experience. Led by a veteran management team, Phillips Edison's operating platform provides retail services including acquisition, redevelopment, leasing and management of grocery-anchored retail centers. The company's portfolio currently includes a national footprint of retail properties. The company has corporate offices in Cincinnati, Salt Lake City, New York City and Atlanta. For more information, please visit www.phillipsedison.com or connect with us on LinkedIn.

About ICSC

ICSC serves the global retail real estate industry. We provide our 70,000+ member network in over 100 countries with invaluable resources, connections and industry insights, and actively work together to shape public policy. For more information about ICSC visit <http://www.icsc.org>.

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