



MICHEAL P. NIEMIRA

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Michael P. Niemira is the staff vice president, chief economist and director of research for the International Council of Shopping Centers (ICSC). As the director of research, he is responsible for the overall selection, design, implementation, and dissemination of all research projects undertaken worldwide by ICSC. These projects are considered to be at the forefront of the recognized research in the field. He also oversees the collection and maintenance of ICSC e-data, the main research statistical database for the industry, and the e-library, the largest online collection of shopping center related materials in the world. Mr. Niemira produces the ICSC-Goldman Sachs Weekly Chain Store Sales Report—a retail sales monitor—as well as the monthly report, Chain Store Sales Trends.

Before joining ICSC, Mr. Niemira held the position of vice president, and senior economist for the Bank of Tokyo-Mitsubishi, Ltd. (BTM) in New York. Previously, he worked for PaineWebber, Chemical Bank, and Merrill Lynch. Over the years, he has been an adjunct instructor at New York University's Stern Graduate School of Business and at the New York Institute of Finance.

Mr. Niemira is on advisory panels for the Conference Board and the Institute for Supply Management. He has co-authored two books: "Forecasting Financial and Economic Cycles," John Wiley & Sons, 1994, and "Trading the Fundamentals," Revised Edition, McGraw Hill, 1998 and contributes numerous articles to books, journals and magazines.

INTERVIEW OPPORTUNITY

Mr. Niemira is available to provide in-depth analysis including consumer perceptions, purchasing patterns, and trends. Telephone and on-camera interviews can be arranged. Please call ICSC's Media Relations Department at 646-728-3814/3515 to arrange an interview.

