

## **FOR IMMEDIATE RELEASE**

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## **Eidco Construction Retained to Build Out Famous Footwear and rue21 Stores in Watertown, S.D.**

**WATERTOWN, S.D. (May 24, 2012)** – Eidco Construction, one of the fastest growing commercial general contractors in the United States, today announced that it has been retained by Lexington Realty International to complete two build-out projects at The Watertown Mall, located at 1300 9th Avenue SE in Watertown, S.D. Eidco will renovate a 4,016-square-foot Famous Footwear store, as well as a 4,885-square-foot location of clothier rue21.

Eidco Project Manager Larry Vivoda will work with representatives from parent company Brown Shoe to oversee the tenant improvement project for Famous Footwear, a brand of Brown Shoe that currently has more than 950 stores nationwide.

Vivoda will also lead the team responsible for the rue21 build out project. Rue21 currently has over 800 stores nationwide and offers a broad assortment of the newest emerging fashion trends in apparel and accessories for girls and guys. Using a competitive pricing strategy, rue21 makes a specific, unique statement by offering fashion at a value.

“We chose Eidco for their straightforward approach and eye for value engineering,” said Alan Retinski, President of Lexington Realty International. “We have been thoroughly impressed with their counsel and progress at Watertown Mall and hope to team with them again on other projects, both at this property and throughout the region.”

The renovation projects began on May 7 and are expected to be complete by July 1.

“Both Brown Shoe and rue21 represent the type of high-caliber companies that Eidco seeks to establish relationships with,” stated Chez Eider, CEO of Eidco Construction. “We look forward to completing these projects with them at the Watertown Mall, on time and within budget.”

### **About Eidco Construction**

A leading general contractor and construction management company, Eidco Construction is experienced in the building of commercial construction projects as well as residential developments. The firm provides pre-construction, construction management, "fast track" building and design+build services.

Through depth of professional experience and a strong network of best-in-class industry professionals and suppliers, Eidco Construction delivers unparalleled value and innovation to its clients nationwide.

For more information on Eidco Construction, visit [www.eidcoconstruction.com](http://www.eidcoconstruction.com).

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