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For Immediate Release:

THE INDIAN PUEBLO CULTURAL CENTER CAMPUS ANNOUNCES ADDITIONAL TENANTS AT AVANYU PLAZA

RETAIL PHASE II DEVELOPMENT INCLUDES POPULAR DESSERT SHOP & PLANT-BASED FOODS EATERY

Albuquerque, NM (August 19, 2021)—The Indian Pueblo Cultural Center Campus is pleased to announce additional tenants for Phase II of its retail development at Avanyu Plaza, which is located across from the Indian Pueblo Cultural Center (IPCC). Rude Boy Cookies and Itality Plant Based Foods will join the roster of exciting businesses that will be located in the thriving 12th Street business and cultural district.

This will be the fourth Albuquerque location for Rude Boy Cookies, which will offer cookies, ice cream, milkshakes, and ice cream sandwiches. While there will be a small dine-in area, it will be designed primarily for customers to order desserts to-go and enjoy while on the IPCC Campus, including at Avanyu Plaza. Rude Boy Cookies will occupy approximately 500 sq. ft. of space.

“We are thrilled to be moving into the North Valley in Albuquerque to serve the people that live and work in this new and different neighborhood for Rude Boy Cookies,” said Michael Silva, Founder & Co-Owner of Rude Boy Cookies. “It’s a convenient location near IPCC, and it will also give us the opportunity to serve both locals and tourists.” Operating hours for the location are to be determined.

This is the first and only planned location for Itality Plant Based Foods, whose mission is to cultivate wellness in indigenous communities with locally sourced, plant-based, organic food and education. The unique eatery will offer prepared and fresh “grab and go” food and drinks that are perfect for anyone wanting better health, and will gradually incorporate cooking demonstrations and workshops to their offerings. Itality will be open Tuesday-Friday from 10:00am-7:00pm, and its menu will consist of Pueblo foods that are 100% plant-based.

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Tina Archuleta, Itality's Owner/Operator and member of the Pueblo of Jemez, said, "Since Itality is a Pueblo-owned business, I chose Avanyu Plaza, which is owned and operated by the 19 New Mexico Pueblos, because it felt like the right place to be in Albuquerque. A sense of community is important to me, and the Pueblo hospitality and culture that IPCC and the 19 Pueblos District offer make it the perfect location." Archuleta added, "From here, I will be able to directly and indirectly make an impact in the Indigenous community."

Construction of Phase II includes three buildings totaling 21,000 sq. ft. of retail space, most of which is scheduled to open in late 2021. The property represents a combination of tenant businesses, as well as businesses owned and operated by IPMI and IPCC—including a restaurant and wellness collective. (Other potential tenants are actively considering leasing space and additional retail space is available for lease.)

"Even with the extraordinary challenges of the past year and a half, we forged ahead with the construction of our Phase II retail development," said Mark Thompson, VP of Property Management & Development for Indian Pueblos Marketing, Inc. "I am happy to report that progress on our commercial development has exceeded our expectations—even under these difficult circumstances—and we look forward to adding these wonderful new businesses to our offerings at Avanyu Plaza in late 2021."

As previously announced, US Eagle Federal Credit Union will open a new full-service branch to serve its members in the downtown and North Valley area. "We are excited about our partnership with IPMI and IPCC. The new location introduces many new opportunities for our members, the community and US Eagle," says Marsha Majors, President & CEO of US Eagle Federal Credit Union.

IPMI's new restaurant will be called 12th Street Tavern and will be a casual neighborhood eatery that takes the typical sports establishment experience to a whole new level. It will feature comfort food that's reimagined and perfect for sharing—along with signature drinks, unique mocktails and local craft beers on tap. All of it will be served in comfortable, inviting indoor and outdoor spaces that are perfect for meeting up with friends and watching sporting events on big screen TV's. The restaurant will also have a convenient take-out window and will appeal to locals and tourists alike.

The IPMI wellness collective, called "Rainwater Wellness," will be home to a boutique retail shop, a yoga studio and rental spaces for self-care and healing-focused service providers, such as: massage therapists, group fitness instructors and a variety of other wellness services that align with Native American values. It will be a serene urban oasis for the local community and visitors to enjoy and is slated to open in 2022.

"We are excited about what our new tenants will bring to the already exceptional experiences available at Avanyu Plaza," said Mike Canfield, President & CEO of IPCC/IPMI. "This mix of businesses complement our

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existing entertainment and commercial footprint and fit perfectly with the Pueblo core value of hospitality, as well as IPCC's mission to be a vibrant gathering place where Pueblo culture is celebrated." Canfield added, "Our development at Avanyu Plaza also provides fantastic economic opportunities for Pueblo and local communities and continues to make the 12th Street corridor into an even more popular attraction for both residents and visitors."

IPCC is proud to partner in this endeavor with Studio Southwest Architects; Hart Construction; Kleinfeld Commercial Brokerage; Colliers International | New Mexico; Southwest Capital Bank; and BBVA Compass Bank; and the 19 Pueblos District.

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About the Indian Pueblo Cultural Center:

Founded in 1976 by the 19 Pueblo tribes of New Mexico, the Indian Pueblo Cultural Center is a world-class museum and cultural center located in the historic 19 Pueblos District. The IPCC is a non-profit organization with a mission is to preserve and perpetuate Pueblo culture, and to advance understanding by presenting with dignity and respect the accomplishments and evolving history of the Pueblo peoples of New Mexico. Visitors can learn fascinating history, shop for Native jewelry and art, watch a cultural dance, hear Native languages and experience the flavors of traditional and contemporary Native cuisine. To learn more, please visit: www.indianpueblo.org and www.facebook.com/IndianPueblo

About Indian Pueblos Marketing, Inc.

Indian Pueblos Marketing, Inc. (also founded by the 19 Pueblo tribes of New Mexico) includes a variety of commercial enterprises designed to support the Indian Pueblo Cultural Center and provide economic opportunities to the Pueblo and local communities. IPMI is a for-profit umbrella that includes the Indian Pueblo Store, a premier Native American arts store and website, Four Winds convenience store, the largest Starbucks in New Mexico, the top-rated Holiday Inn Express in Albuquerque, TownePlace Suites by Marriott Albuquerque Old Town, Extra Space Storage and more that support our Pueblo culture and communities.

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