



**Press Release**

**FOR IMMEDIATE RELEASE**

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**LAKESIDE VILLAGE WELCOMES PRO IMAGE**

*New sport apparel and gift store will open in October*

**Lakeland, FL** – CASTO, one of the country’s leading real estate organizations, announced today, Pro Image, a professional and NCAA sports apparel and gift store, will open its doors in October at Lakeside Village, located on the corner of Harden Blvd. and Polk Parkway in Lakeland. Pro Image will occupy 2,200 square feet of shop space.

Pro Image of Lakeland will be operated by franchisee owners, Chip, Kevin and Kyle Adkins.

“Pro Image is your ultimate destination for licensed, professional and NCAA sporting gifts, offering clothing and novelty items of your favorite teams and leagues,” stated Chip Adkins, franchisee owner and operator of Pro Image in Lakeland.

“Lakeside Village strives to host a wide variety of shops,” stated Sarah Benson, spokesperson for CASTO. “Adding Pro Image to our tenant mix of this high performing center is another great reason for our patrons to visit Lakeside Village,” she added.

**About Pro Image**

*Pro Image began in June of 1985 in Salt Lake City, Utah with the opening of a licensed sports apparel and accessories kiosk. This marked the beginning of a long and prosperous franchise venture. By October 1986, just one year after selling the first Pro Image franchise, the company was recognized by Venture magazine as one of the fastest growing franchise operations in the United States. In December of 1996 a private investment group consisting of current and past management purchased the Pro Image franchises from Rentrack Corporation. The following year, Pro Image completed the purchase of Prime Sports FanFair, a competing franchise based primarily on the East Coast. This purchase solidified the Pro Image chain as the world's largest sports fan shop, and one of the greatest franchising opportunities in the industry. Today, Pro Image has franchised stores throughout the United States. For more information, visit [www.proimage.net](http://www.proimage.net).*

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**About Lakeside Village**

*From home décor, gifts, fashion boutiques and a wide variety of delicious restaurants, there is something for everyone at Lakeside Village! Anchored by Belk, Kohl's and Bed Bath & Beyond, this lifestyle center also offers an 18-screen Cobb Theatre. For more information, please visit [www.shoplakesidevillage.net](http://www.shoplakesidevillage.net).*

**About CASTO**

*CASTO, a fully integrated real estate organization since 1926, is a recognized leader in the ownership, management, acquisition and development of commercial shopping centers and multi-family residences, office buildings and corporate parks. CASTO's growing portfolio currently includes over 23 million square feet of commercial property and nearly 4,000 residential units located primarily throughout the Midwestern and southeastern United States and Puerto Rico. CASTO currently has more than three million square feet of retail in development. To learn more about CASTO call (888) 400-0878 or visit [www.castoinfo.com](http://www.castoinfo.com).*

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