



SMORGASBURG RETURNS TO THE SEAPORT DISTRICT

The Howard Hughes Corporation® Kicks Off Summer with New Smorgasburg Offering

NEW YORK (May 19, 2016) – This summer, [The Howard Hughes Corporation®](#) (NYSE: HHC) welcomes back [Smorgasburg](#) to the [Seaport District](#) beginning Memorial Day Weekend with a new look and fresh variety of culinary offerings in time to kick off the summer. As part of the continued revitalization of the neighborhood, Smorgasburg will join a line-up of programming available for locals and visitors alike throughout the Seaport District, including the Fulton Stall Market outdoor farmer’s market, an elevated outdoor bar and much more.

Returning for its third season, Smorgasburg will be located within the recently renovated Fulton Market Building from May 27 through the fall. For the first time ever, vendors will be located indoors, with both indoor and outdoor seating available, as well as a new outdoor bar. Smorgasburg will operate seven days a week for lunch and dinner, showcasing a variety of vendors and purveyors offering globally influenced cuisine in the historic district.

“We are excited to welcome back the only Smorgasburg outpost in Manhattan for their third year here at the Seaport,” said Phillip St. Pierre, Senior General Manager for The Howard Hughes Corporation. “Smorgasburg helps us showcase the Seaport District as a fantastic place to enjoy wonderful food, music, the new Seaport Culture District offerings and the spectacular views along the waterfront. The Seaport District is one of the best destinations in the city to sample some wonderful food while enjoying the sights, sounds and scenery of this storied neighborhood.”

The six food purveyors for the summer include returning restaurants [Cemitas El Tigre](#), [Lumpia Shack](#) [Snack Bar](#) Filipino spring rolls and [Red Hook Lobster Pound](#) as well as newcomers to the Seaport District, including [Home Frite](#) Belgian fries, [Landhaus](#) sandwiches and [Wowfulls](#), the egg waffles inspired by Hong Kong street food. On Sundays, the [Fulton Stall Market](#), located nearby at 207A Front Street, will offer an assortment of local foods and specialty goods as part of its weekly outdoor marketplace.

“Historic, scenic and sophisticated all at once, we love being part of the Seaport District story as it unfolds into a new chapter for New York,” said Eric Demby, Smorgasburg cofounder with Jonathan Butler. “Of course, most of all we love serving locals and visitors a slice of the curated food and drink scene. Cheers to another great summer in Lower Manhattan.”

Committed to creating a distinct destination for New Yorkers and visitors alike while work progresses toward the grand opening, The Howard Hughes Corporation will be introducing a variety of new events and programming throughout the summer. Along with Smorgasburg and the Fulton Stall Market outdoor farmer’s market offering organic produce from locally sourced purveyors, the company will be introducing the Seaport’s seasonal outdoor bar - Fulton St. Bar, built from a modified shipping container. The Howard Hughes Corporation has also curated a number of installations and activations as a glimpse into the future transformation of the district. These include an evolving pop-up shop with a new Design Market featuring design objects, [Seaport Studios](#), and the recently launched second season of the

[Seaport Culture District](#), which launched in early May. The Seaport Culture District encompasses a wide range of creative and design-related industries that have emerged in recent years in Lower Manhattan, including architecture, graphic design, fashion, interactive media, film and video and industrial and product design.

The transformed Seaport District will offer a broad range of culinary powerhouses and restaurateurs, which include [Jean-Georges Vongerichten](#), [David Chang](#) and [by CHLOE](#), as part of the larger development plan encompassing a total of seven buildings on several city blocks. The Pier 17 and the Fulton Market Building are currently under construction and will contain more than 365,000-square-feet filled with cutting edge dining, shopping, entertainment and cultural offerings. The district will also include the ultimate cinematic experience with [iPic Theaters](#) opening a movie and dinner theater in the Fulton Market Building in late 2016, [McNally Jackson Books](#), a popular New York independent bookseller, and Amsterdam-based fashion brand [Scotch & Soda](#) opening on Schermerhorn Row on the cobblestoned streets of the Historic District.

Beginning May 27th, Smorgasburg will be open Monday – Thursday from 11 AM – 9 PM, Friday from 11 AM – 11 PM, Saturday from 10 AM – 11 PM and Sundays from 11 AM – 9 PM. The Patio Bar, which will feature coffee service, including espresso, will operate outside from 11 AM – 8 PM Monday through Thursday, 11 AM – 10 PM on Friday, 10 AM – 10 PM on Saturday and 12 PM – 7 PM on Sunday. The Fulton St. Bar will operate as Stand Coffee on Monday – Friday from 8 AM – 3:30 PM and as a libations bar on Friday from 11 AM – 10 PM, Saturday from 10 AM – 10 PM and Sunday from 12 PM – 8 PM.

During the Memorial Day weekend kickoff, featured Brooklyn-based indie rock bands will perform live just outside of the Fulton Market Building from 3 PM – 5 PM. The lineup includes Flower Girl (May 28), Heavy Birds (May 29), Katie Von Schleicher (May 30) and more.

For more information about the ongoing revitalization of the Seaport District, please visit www.southstreetseaport.com. For additional information, visit [SeaportDistrict.NYC](#), and follow the Seaport District on [Instagram](#), [Twitter](#) and [Facebook](#).

About The Seaport District

The Seaport District, New York City's oldest new neighborhood, is located on the East River in Lower Manhattan with unparalleled views of the Brooklyn Bridge, Statue of Liberty and the city's iconic skyline. The rich history as New York's original commercial hub and its storied waterfront location make the Seaport District one of New York City's most unique settings. *Travel+Leisure* recently named the Seaport the 22nd most visited tourist attraction in the world. The Seaport District is being revitalized by The Howard Hughes Corporation into a top destination in New York City for unique culinary, fashion, entertainment and cultural experiences. An essential part of New York for over 300 years, the re-envisioned Seaport District will continue to function as a much-needed community anchor for the rapidly growing population of Lower Manhattan.

About The Howard Hughes Corporation®

The Howard Hughes Corporation owns, manages and develops commercial, residential and mixed-use real estate throughout the U.S. Our properties include master planned communities, operating properties, development opportunities and other unique assets spanning 16 states from New York to Hawai'i. The Howard Hughes Corporation is traded on the New York Stock Exchange as HHC with major offices in New York, Columbia, MD, Dallas, Houston, Las Vegas and Honolulu. For additional information about HHC, visit www.howardhughes.com, or find us on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

Safe Harbor Statement

Statements made in this press release that are not historical facts, including statements accompanied by words such as “will,” “believe,” “expect,” “enables,” “realize,” “plan,” “intend,” “assume,” “transform” and other words of similar expression, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on management’s expectations, estimates, assumptions, and projections as of the date of this release and are not guarantees of future performance. Actual results may differ materially from those expressed or implied in these statements. Factors that could cause actual results to differ materially are set forth as risk factors in The Howard Hughes Corporation’s filings with the Securities and Exchange Commission, including its Quarterly and Annual Reports. The Howard Hughes Corporation cautions you not to place undue reliance on the forward-looking statements contained in this release. The Howard Hughes Corporation does not undertake any obligation to publicly update or revise any forward-looking statements to reflect future events, information or circumstances that arise after the date of this release.

About Smorgasburg

Smorgasburg is the largest weekly open-air food market in America, attracting 20,000 people to Brooklyn every weekend to eat from 100 vendors in Williamsburg (Saturdays) and Prospect Park (Sundays). Launched in 2011 as a spinoff of the Brooklyn Flea market (founded in 2008), Smorgasburg has launched dozens of small businesses and has been called “The single greatest thing I’ve ever seen gastronomically in New York City” by Mario Batali and “The Woodstock of Eating” by The New York Times. In addition to the weekend markets, Smorgasburg oversees the concessions at Central Park SummerStage and operates Berg’n, a beer hall and food court in Crown Heights, Brooklyn. This is Smorgasburg’s third year of operation at the Seaport District.

###

Ana Zawacki
Bullfrog + Baum
azawacki@bullfrogandbaum.com
212-255-6717

Tara Valenza
Bullfrog + Baum
Tara@bullfrogandbaum.com
212-255-6717

Caryn Kboundi
The Howard Hughes Corporation
caryn.kboundi@howardhughes.com
214-741-7744

Lincoln Palsgrove
The Howard Hughes Corporation
lincoln.palsgrove@howardhughes.com
646-822-6930

Georgia Frierson
Brooklyn Flea, Smorgasburg
georgia@brooklynflea.com