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CONTACT:
Diana C. Pisciotta
617/784-5256

The Launch at Hingham Shipyard Announces Addition of Signature Restaurants

Esti's and Alma Nove bring noted restaurateurs to Hingham

(Hingham, MA) Samuels & Associates, developer of The Launch at Hingham Shipyard, announced today that its first two restaurant tenants will include ventures led by Esti Parsons and Paul Wahlberg. Both restaurants are slated to open when the project is complete in late spring, 2009.

Paul Wahlberg, currently executive chef at acclaimed Bridgeman's in Hull and winner of a Best of Boston award upon its opening, will open Alma Nove on the waterfront at The Launch. Among the partners supporting the new restaurant are: Ed St. Croix, Joseph LaSpada, owner of Bridgeman's, and brothers Mark Wahlberg and Donnie Wahlberg. Alma Nove will focus on Italian cuisine, with a Mediterranean influence. The menu is designed to highlight the best, freshest local ingredients obtainable.

"The restaurant's style and approach will be a tribute to our mother, Alma, for whom the restaurant is named. Alma Nove – the nove is for the nine children my mother had – will be a place where families and guests can enjoy not only a great meal, but an exceptional experience at a beautiful relaxing place," said Wahlberg. "I'm really excited by this new opportunity in a great location."

Esti's will be the first solo venture for restaurateur Esti Parsons, a founding partner of Boston's four star dining establishments of Radius, Via Matta and Great Bay. Building on the style of a French brasserie, but using New England ingredients, Esti's will also include a raw bar in homage to the waterside location of the restaurant. With views directly onto the ocean, the restaurant will include both outdoor seating and large sliding doors to take advantage of the unparalleled location.

"I took one look at this site on the water and realized I couldn't ask for anything more – from the boat slips and ferry drop off to all the great shops, entertainment and other restaurants that will

be located right nearby,” said Parsons, whose husband Drew Parsons will be her partner in the venture. “As South Shore residents, we really wanted to do something in this area that would serve the local community, but also appeal to visitors. I’m looking forward to developing great relationships with the residents of Hingham.”

“We are delighted to have a chef of Paul’s caliber and a talented restaurateur like Esti be the first of our dining partners,” said Ken Fries, Samuels & Associates. “The mix of shopping, dining and entertainment at The Launch at Hingham Shipyard is going to create a very unique experience for visitors and those that work here and a great neighborhood for residents.”

The Launch will include approximately twelve restaurants, ranging from casual ice cream and coffee shops to take out and fine dining.

ABOUT THE LAUNCH AT HINGHAM SHIPYARD

The Launch at Hingham Shipyard is a vibrant mixed-use, transit-oriented development that's located on the water in Hingham, MA - giving this destination enormous appeal to local residents, commuters, shoppers and tourists. Anchoring the 1.2 million square-foot Hingham Shipyard community, The Launch combines shopping, dining, entertainment, recreation, state of the art workspace, luxury living and a celebration of history. With 210,000 square feet of restaurant, retail and entertainment space, 30,000 square feet of office space and 92 residences (The Moorings), the area offers a unique waterfront opportunity for everything from running errands to a night on the town to a dynamic place to live or work.

Construction is underway for the commercial and residential buildings. Other marquee tenants include The Fresh Market, Bed, Bath & Beyond, Old Navy and Bodyscapes. The newly announced restaurants are part of The Launch’s overall strategy of offering a wide range of shops (from great groceries, dry cleaning and home goods to specialty boutiques, art galleries and gift shops) to benefit commuters on their way home from work, local residents eager for one-place where they can fill all their shopping needs and tourists looking for new entertainment venues.

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