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PRESS RELEASE

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Destiny USA Announces New Logo

--Destiny Drops the Eggs

Syracuse, NY (April 1, 2019) – It’s not exactly a mic drop, but it’s an egg drop that has everyone buzzing at Destiny USA. The largest shopping, dining, and entertainment venue in New York State unveiled a new logo this morning – replacing the multi-colored green orb with a multi-colored green egg.



“At first, we brought out the egg as an Easter graphic,” said Destiny USA Director of Marketing Nikita Jankowski. “However, after further research, we realized the egg has a lot of symbolism that is better suited for our brand.”

According to the definition of an egg, it is a hard-shelled oval object known to contain and protect new life. Destiny USA is a sign of innovation of new ideas, concepts – promoting family and life.

“We know we’ll have a lot of questions regarding this new idea but hopefully we won’t end up with egg on our faces,” said Jankowski.

#AprilFools

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About Destiny USA

Destiny USA is New York’s largest shopping, dining, outlet and entertainment destination and the sixth largest shopping center in the U.S. Centrally located in Syracuse, Destiny USA is visited by 26 million guests annually and consistently draws from a 4-hour drive and attracts tourists from all 50 states, Canada and worldwide. An unparalleled mix of shopping, dining, outlet and entertainment—all under one roof—combined with its new, onsite Embassy Suites by Hilton hotel cement Destiny USA’s reputation as a premier tourist destination. Plan your next visit to Destiny USA, Trip Advisor’s #1 travel destination in Central New York, today at www.destinyusa.com.

About Pyramid Management Group, LLC

Pyramid Management Group, owner of Destiny USA, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid’s portfolio of retail-based, tourist, and entertainment destinations dominate the northeast, with 16 properties located throughout New York, Massachusetts and

Virginia. For over 40 years, Pyramid has led the industry by combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit www.pyramidmg.com.