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## Tanger Thinks Pink Again This Fall

### **Now in Its 16th Year in the Fight Against Breast Cancer, Tanger Launches Its Fall Campaign Pink Styles**

GREENSBORO, N.C., Sept. 15, 2009 (GLOBE NEWSWIRE) -- Tanger Outlet Centers is making a big commitment again this fall to helping save lives in the communities it serves across the country. As part of Tanger's annual Breast Cancer Awareness Campaign, outlet shoppers across the nation can use the power of pink to battle breast cancer by purchasing Tanger 25% OFF Pink Style Savings Cards.

Now in its 16th successful year, Tanger's campaign to stop breast cancer has donated more than \$6.1 million dollars to the cause. Last year alone, Tanger centers reached an impressive milestone in the campaign's history by raising more than \$1 million over a four week period. With the campaign's mission to help find a cure for the disease and to help fund programs that improve the quality of life for breast cancer patients, funds raised by Tanger centers are donated to the American Cancer Society and more than a dozen other cancer organizations across the country, through the Stanley K. Tanger Breast Cancer Fund. The fund is named in honor of Stanley K. Tanger, the company's Founder.

Tanger customers can purchase a special Pink Card for a \$1.00 donation that gives them a 25% bonus discount at participating brand name outlet stores at Tanger centers across the country. The 25% OFF Pink Style Savings Cards can be purchased at all Tanger Shopper Service Centers and online at [www.tangeroutlet.com](http://www.tangeroutlet.com) September 21st - October 20th. Proceeds from the sale of Tanger's 25% OFF Pink Style Savings Cards will stay in the community where they are raised, benefiting local breast cancer organizations.

"Our Pink Style Savings Card Campaign is providing tremendous added-value to our shoppers' visit this fall," stated Steven B. Tanger, President and Chief Executive Officer for Tanger Factory Outlet Centers, Inc. "Tanger customers can feel good knowing that each and every Pink Card they purchase is going to make a big difference to help in the fight against breast cancer in their community."

Across the United States, Tanger shopping centers will also raise money through a variety of other onsite and community activities. These include Tanger sponsored Relay for Life events, classic car shows and Pink Style fashion shows. August through October, eleven Tanger centers are hosting their first annual Fit For Families 5K Run/Walk to raise awareness for breast cancer on a local level.

Yearly mammograms and clinical breast exams for women age 40 and older are vital to detecting breast cancer early, when the disease is most treatable according to the American Cancer Society. Maintaining a diet rich in fruits and vegetables, following a regular and consistent exercise routine and reducing smoking and alcohol consumption are important in helping to prevent the disease.

Tanger Factory Outlet Centers, Inc., (NYSE:SKT) a publicly traded REIT, presently has ownership interests in or management responsibilities for 33 shopping centers in 22 states coast-to-coast, totaling approximately 10.2 million square feet, leased to over 2,200 stores that are operated by over 400 different store brands. For more information on Tanger Outlet Centers, call 1-800-4-TANGER or visit our website at [www.tangeroutlet.com](http://www.tangeroutlet.com).

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