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Tanger Outlet Centers Partners With the Hit Show "WHAT NOT TO WEAR"

Discovery Communications, TLC and Tanger Outlet Centers Collaborate on Exclusive Partnership

GREENSBORO, N.C., April 27, 2010 (GLOBE NEWSWIRE) -- Tanger Factory Outlet Centers, Inc. (NYSE:SKT) is pleased to announce a 2010 partnership with Discovery Communications, TLC and its hit show WHAT NOT TO WEAR.

During the fall 2010 season, Tanger Outlets will be exclusively featured in an episode of WHAT NOT TO WEAR. The episode will feature Stacy London and Clinton Kelly and the WHAT NOT TO WEAR venturing outside of Manhattan. Their destination will be the Tanger Outlet Center in Deer Park, NY.

"This will also be an outlet industry first, with Tanger Outlets and our all inclusive line-up of designer, fashion and brand name outlet stores featured on TLC. Tanger Outlets has established that savvy shoppers can get the latest styles and trends at a great value, everyday at Tanger," commented Steven B. Tanger, Tanger Outlet Centers, Inc. President and Chief Executive Officer.

Airing in season eight in the fall, the WHAT NOT TO WEAR crew will film this segment having at their disposal a collection of hundreds of brand name and designer outlet stores offering current, upscale fashion trends.

In addition to the show integration, this spring, Tanger shoppers and TLC loyalists will be encouraged to enter a chance to win a trip to New York City and a makeover with the WHAT NOT TO WEAR stylists, along with a Tanger Outlets shopping spree. The sweepstakes will be promoted on www.TLC.com, on Tanger Outlet Centers' website, www.TangerOutlet.com, and at all thirty-two Tanger Outlet Centers across the country.

A perennial ratings hit and in its 8th season, WHAT NOT TO WEAR will return to Friday nights in October on TLC. Each episode features fashion experts Stacy London and Clinton Kelly as they help the frumpy, mismatched and ill-flattered by giving them a life-changing fashion makeover. WHAT NOT TO WEAR averages 1.4 million viewers each episode.

About TLC

TLC's innovative docu-series and reality-based programming include favorites Jon & Kate Plus 8, Little People, Big World, What Not to Wear, 19 Kids and Counting, Say Yes to the Dress, and LA Ink. TLC added to its menu of programming with Cake Boss and Ultimate Cake Off, and continues to expand into the food genre. TLC's daytime lineup includes the Emmy Award-winning A Baby Story.

The channel is available in more than 98 million homes in the U.S., nearly 8 million homes in Canada and through the website at www.tlc.com. TLC is part of Discovery Communications (Nasdaq:DISCA) (Nasdaq:DISCB) (Nasdaq:DISCK), the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries.

Discovery Communications (Nasdaq:DISCA) (Nasdaq:DISCB) (Nasdaq:DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 180 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services.

About Tanger Factory Outlet Centers

Tanger Factory Outlet Centers, Inc., (NYSE:SKT), is a publicly-traded REIT headquartered in Greensboro, North Carolina that presently operates and owns, or has an ownership interest in, a portfolio of 33 upscale outlet shopping centers in 22 states coast to coast, totaling approximately 10.2 million square feet leased to over 1,900 stores operated by 330 different brand name companies. More than 150 million shoppers visit Tanger Outlet Centers annually. For more information on Tanger Outlet Centers, call 1-800-4 TANGER or visit the company's web site at www.tangeroutlet.com.

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