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Tanger Outlets Announces New Mobile Application

First Outlet Developer to Offer Smart Shoppers an Interactive Mobile App With Location Based Offers, Exclusive App Deals & More

GREENSBORO, N.C., Jan. 19, 2011 (GLOBE NEWSWIRE) -- Tanger Factory Outlet Centers, Inc. (NYSE:SKT) is pleased to announce the launch of a Tanger Outlets mobile application to keep shoppers connected.

In today's busy world, we all like to have access to what we want, and Fast! Recognizing that the company's tech savvy shoppers are increasingly utilizing their smart phones as a fun and helpful research tool in their daily lives, Tanger will make the Tanger Outlets App available on the most popular mobile devices. Available now in the App Store for the iPhone, and soon to be available in the Android Marketplace, the Tanger Outlets App will be available on other popular mobile devices shortly.

Tanger shoppers can save on their favorite brands and designer fashions at the newly launched Tanger Outlets App. Shoppers will have the ability to explore Tanger's portfolio of 33 centers across 22 states nationwide and then customize deals and fashion steals based on their current location, or favorite center.

Steven B. Tanger, Tanger Outlet Centers, Inc. President and Chief Executive Officer, commented, "Tanger recognizes that the anticipated growth and usage of smart phones, expected to outpace worldwide PC sales, makes our newly launched mobile application an important global vehicle to share the story of the outlet shopping experience and the values to be found in our stores. The Tanger Outlets App enhances our customer's shopping experience by providing exclusive location-based content to their smart phone. The Tanger Outlets App also offers a marketing channel for our brand name tenants to millions of Tanger's tech savvy customers. This is a win-win for our customer, brand name tenants and Tanger."

Some of the features Tanger customers will find when they download the Tanger Outlets App are --

Customized Shopping

The consumer is now in control of their shopping day! The Tanger Outlets App gives the shopper customized content based on their location -- store directories, coupons and sales offers, hours and directions, and special events.

Need to contact an outlet center? The Tanger Outlets App connects shoppers instantly to a comprehensive listing of contact information for all Tanger locations. An embedded smart-search bar allows quick searches for stores, brands or locations by keyword.

Shoppers can view a detailed property map to navigate around each outlet, or access overhead custom GPS maps of the surrounding area. With the Tanger Outlets App, shoppers can even drop a pin onto the satellite map to remember where they parked!

Tanger's advanced location-based technology displays exclusive Tanger Outlets App-only specials and offers when the shopper is near the center of their choice, and as they move around the center.

Shopping Tools

Shoppers may bookmark their favorite coupons or brands right in the Tanger Outlets App for quick access later. This tool creates a shopping Wishlist to plan a shopping trip and share it with friends or family. Shoppers can also try out Tanger's brand new QR code reader to find new deals and specials. Just by pointing their cell phone camera at 2-D QR codes found on Tanger's advertisements or on marketing posters at the Tanger center of their choice, this technology enables them quick access to mobile website offers available through the QR code!

Using the Tanger Outlets App, customers can sign-up for TangerClub, Tanger's frequent shoppers club, for free coupon books, birthday gift cards, seasonal specials, and other goodies. From there, shoppers can use their TangerClub ID to login to see exclusive TangerClub coupons and sales offers and instantly show their phone at check out to get their coupons.

The Tanger Outlets App gives shoppers the ability to sign-up for Tanger Mobile Deals to get special Tanger coupons, sales offers, promotions and event notifications sent directly by text to their mobile phone. You can also use the Tanger Outlets App to check the balance of your Tanger Gift Card.

Twitter, Facebook, YouTube and Latitude

While shoppers are in a Tanger center, they can use their smart phone to Tweet their favorite deals, browse and post on Tanger's Facebook wall, watch Tanger YouTube videos, or find out where their friends are shopping, with Google Latitude integration, all right inside the Tanger Outlets App.

In addition to the Tanger Mobile App, Tanger has introduced many ways for shoppers to get connected to real deals at Tanger while they are on the GO! Tanger launched a mobile based website in 2010 which provides content to the smart phone platform. These expanded digital channels will give shoppers the inside scoop on great outlet savings nationwide.

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 2,100 stores operated by 375 different brand name companies. More than 160 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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