

July 21, 2011



# Tanger Outlets Announces Nationwide Fall Savings

2011 Back-2-School Savings Kicks Off in August

20% Off Coupons, Text to Win Sweepstakes, FREE Jeans for a Year and More!

GREENSBORO, N.C., July 21, 2011 (GLOBE NEWSWIRE) -- Tanger Factory Outlet Centers, Inc. (NYSE:SKT) is pleased to announce the launch of the fall retail apparel and accessories season and Tanger's Back-2-School TangerStyle and TangerClub savings.

Tanger Outlets has launched one of the biggest retail selling seasons in August as it turns the calendar from summer to fall. It may be hot outside, but the hottest savings will be found inside Tanger's outlet shopping centers nationwide. Ready, set, save! Across the country, shoppers are finding Tanger Outlets 20% off coupons in their favorite newspaper or delivered directly to their mailbox.

Shoppers will take their coupons, valid through August 31, to the participating retail stores in the Tanger Outlet Center of their choice to shape this richly hued season! Fall fashion tips to remember while using your 20% coupons at Tanger: use geometry to sculpt a slim look; architectural angles, streamline-straight lines and bold circles are even more dramatic in black and white. Attention-getting accessories are the perfect way to punctuate an outfit and groovy graphics put the swing in sixties chic. Fall at Tanger Outlets is all about head-turning style where details and savings raise the bar!

Steven B. Tanger, Tanger Outlet Centers, Inc. President and Chief Executive Officer, commented, "Each year, Tanger and our retail partners help families across the nation rack up savings as they outfit their children for the coming school year. Our loyal customers know that they will find the best brands at guaranteed low prices, everyday, at each one of our centers. An additional twenty percent savings on this season's fall apparel makes a trip to the Tanger Outlet Center near you a must."

Tanger has also launched a Style Shopping Spree Text to Win Sweepstakes with no purchase required to win. Taking place from now through August 31, a text to 74700 on your smart phone with the word "Tangerstyle" enters participants to win a Grand Prize of a \$1,000.00 Shopping Spree at the Tanger Outlet Center of their choice. Visit Tanger Shopper Services at any Tanger Outlet Center nationwide for more information on the Style Shopping Spree Text to Win Sweepstakes.

Tanger has also launched a Back-2-School FREE Sport Backpack with a \$50.00 purchase. This gift with purchase is available to our shoppers who use their Tanger Outlets App Exclusive Coupon. Tanger shoppers are encouraged to download the free Tanger Outlets App available on iTunes and the Android Marketplace, and start reaping all the rewards of keeping in touch with their favorite Tanger Outlet Center.

As always, Tanger customers can also use their Tanger Outlets App to take advantage of real time benefits such as customized shopping and shopping tools and they can sign-up for TangerClub and get Tanger Mobile Deals. While shoppers are in a Tanger Outlet 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.

On July 21st Tanger will also launch a Jeans for a Year sweepstakes hosted exclusively on our national and local Facebook pages. Tanger shoppers will have the chance to enter to win Jeans for a Year from our retail partners such as Lucky Brand, American Eagle, Saks Fifth Avenue OFF 5TH, Tommy Hilfiger, and Joe's Jeans (in certain Tanger markets). Each weekly Jeans for a Year sweepstakes winner will receive a gift card every month for one year, good for one FREE pair of jeans! The savings do not stop with TangerStyle and TangerClub coupons. Present your AAA or AARP membership card to the shopper services desk at the Tanger Outlet Center of your choice to receive valuable coupons and savings.

#### 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 37 upscale outlet shopping centers in 25 states coast-to-coast, totaling approximately 11.4 million square feet leased to over 2,300 stores that are operated by more than 390 different brand name companies. More than 175 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](http://www.tangeroutlet.com).

CONTACT: Mona J. Delia  
Vice President of Corporate Communications  
(336) 856-6021

Carrie A. Geldner  
Senior Vice President of Marketing  
(336) 834-6813

Source: Tanger Factory Outlet Centers, Inc.