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Tanger Appoints Carrie A. Geldner as Chief Marketing Officer

GREENSBORO, N.C., Jan. 31, 2012 (GLOBE NEWSWIRE) -- Tanger Factory Outlet Centers, Inc. (NYSE:SKT), announced today that it has promoted one of its senior management team members, Carrie A. Geldner to Senior Vice President and Chief Marketing Officer. Ms. Geldner was named Senior Vice President of Marketing in May 2000. Previously, she held the position of Vice President of Marketing from September 1996 to May 2000 and Assistant Vice President of Marketing from December 1995 to September 1996.

In her expanded role, Geldner will be responsible for the marketing organization including communications, public relations, media, creative, promotions and advertising to ensure that the Tanger branded message is distributed across channels to targeted audiences to meet Tanger's overall performance objectives.

Steven B. Tanger, President and Chief Executive Officer of Tanger Factory Outlet Centers, Inc. stated, "Marketing has evolved over the years and today certainly means seeking new ways to deliver messaging to the consumer. Carrie has continued to elevate our brand and grow the customer base, while being on trend and efficient with our marketing programs and budgets. I am pleased to be able to advance her position to keep us on our positive growth track both in the United States and Canada," adds Tanger.

Ms. Geldner has lead Tanger's brand marketing for 16 years, and has been in shopping center marketing and management for more than 25 years. She began her career in sales and advertising, and then found her first role as a mall marketing director with North Hills, Inc. based in Raleigh, NC. She held similar roles with Edward J. DeBartolo Corporation. Prior to joining Tanger she helped lead the marketing for Prime Retail. Ms. Geldner speaks on marketing and has taught several classes including the International Council of Shopping Centers University of Shopping Centers at the Wharton School of Business.

Tanger Factory Outlet Centers, Inc. (NYSE:SKT) is a publicly-traded REIT headquartered in Greensboro, North Carolina that operates and owns, or has an ownership interest in, a portfolio of 39 upscale outlet shopping centers in 25 states coast to coast and in Canada, totaling approximately 11.8 million square feet leased to over 2,500 stores operated by 455 different brand name companies. More than 175 million shoppers visit Tanger Factory Outlet Centers annually. For more information on Tanger Outlet Centers, call 1-800-4TANGER or visit the company's web site at www.tangeroutlet.com

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