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## TangerSTYLE Studio Launches Fall 2012 Back to School

### Digital Initiatives Help Drive Awareness and Excitement Over Fall Designer Styles and Savings

GREENSBORO, NC -- (Marketwire) -- 07/18/12 -- Tanger Factory Outlet Centers, Inc. (NYSE: SKT) is celebrating the Back to School shopping season with the launch of the Fall TangerSTYLE Studio, a multi-channel fashion studio designed to highlight the latest looks and trends that can be found at Tanger Outlets across the country and Canada. Starting today, Tanger Outlet shoppers can access the TangerSTYLE Studio on the company's website ([www.tangeroutlet.com](http://www.tangeroutlet.com)), mobile and tablet website, and social channels to preview Tanger Outlet Centers' online LookBook featuring how-to videos and the latest trends at Tanger Outlets.

"The looks and styles you will see featured in TangerSTYLE are only a small sample of the extensive selection that each of our Tanger Outlet Centers has to offer you this fall. I enjoyed working with Vanessa Lachey on this exciting campaign," said Steven B. Tanger, President and CEO of Tanger Factory Outlet Centers, Inc. "Our goal is to educate all fashion savvy consumers about outlet shopping and let them know it is truly the best destination for brand name value. Vanessa's great sense of style is the perfect complement to Tanger Outlet Centers' collection of the world's finest brand names and designer outlet store offerings."

The TangerSTYLE Fall campaign features trends and style tips from celebrity stylist Vanessa Lachey, who shares her exclusive tips for fall to help make this your ultimate style guide to the season's most irresistible designer fashions and accessories at unbelievable savings. "I love that Tanger Outlets has all the fashion and trends perfect for fall at an amazing price!" said Lachey. "My favorites for fall are belted jackets, textured scarves, shimmering earrings, statement handbags, pleated and pencil skirts, fashionable flats, colorful capes, fitted sweaters, textured rings and romantic blouses," said Lachey. Look for Vanessa on Tanger's website, in print and direct mail throughout the year.

Shoppers can now also experience the latest trends available this fall at Tanger Outlet Centers by playing the interactive "Create Your Own TangerSTYLE" game, available on the company's website and, for the first time, on the company's tablet-enabled website. Using the latest Tanger Outlet fall styles, shoppers can create their dream fall look and the three looks with the most votes at the end of the summer will receive a Tanger Outlet Centers gift card ranging from \$500 to \$1,500. Contestants can also post their looks to their Facebook channel, and Tanger Outlets will give out a \$250 gift card every week to one of the Facebook looks.

#### *About Tanger:*

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 11.9 million square feet leased to over 2,500 stores operated by over 430 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](http://www.tangeroutlet.com).

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