

July 7, 2015



Tanger Outlets Grand Rapids to Celebrate Grand Opening on July 31

Festivities Include Special Guests Drew and Jonathan Scott from the hit show *Property Brothers*, Styling Sessions by People StyleWatch, and a Chance to Win a Dream Closet Makeover & Shopping Spree

GREENSBORO, N.C., July 7, 2015 /PRNewswire/ -- Tanger Factory Outlet Centers, Inc. (NYSE: SKT) announced today that Tanger Outlets Grand Rapids will celebrate the new center's Grand Opening on Friday, July 31 kicking off at 10:00 a.m. with an official ribbon cutting hosted by Steven B. Tanger, President and Chief Operating Officer of Tanger Outlets, Drew and Jonathan Scott from the hit show, *Property Brothers*, as well as state and local officials. The Art of Style and Savings festivities will run through the weekend and will feature personal styling sessions with a People StyleWatch fashion editor, a design workshop with the Property Brothers, a fireworks display, special savings and fashionable giveaways.



Shoppers can experience several fun interactive displays including the Tanger Dream Cloud of Savings & Instagram Tech Lounge where they can receive rich discount offers on-site by using the designated hashtags. Tanger will also offer shoppers the opportunity to win a beautiful Dream Closet Makeover valued at \$5,000 from Closet and Room Solutions, as well as a \$3,000 Shopping Spree to fill their dream closet. For a full listing of Grand Opening events, visit tangeroutlets.com/grandrapids.

"We are thrilled to be bringing our third Tanger Outlets to the great state of Michigan," said Steven B. Tanger, President and Chief Operating Officer of Tanger Factory Outlets. "Grand Rapids is a dynamic market with so much to offer residents and visitors and we are proud to be adding a new world class outlet shopping destination to the area. We enjoy nothing more

than contributing to a region's positive economic growth and delivering outstanding value to shoppers every day."

As part of July 31 Grand Opening celebrations, Tanger will offer shoppers a chance to meet real estate experts Drew and Jonathan Scott as well as attend an exclusive workshop where the brothers will share design-on-a-budget advice. The Scott brothers have invested nearly 15 years in the real estate industry and have a knack for finding down-and-out fixer-uppers and turning them into perfect properties for clients on their shows and with this opening, Tanger visitors will have a chance to meet them and hear the duo live and in person.

In addition, shoppers at the new Tanger Outlets Grand Rapids can stop by the Celeb Stylist Studio on July 31 and August 1 to schedule a 10 minute styling appointment with a People StyleWatch fashion expert to create a celebrity-inspired look for less. Shoppers can then share photos from the People StyleWatch Studio tagging @peoplestylewatchmag to enter to win one of two \$250 Tanger Gift Cards.

The over \$77 million project has already had a positive economic impact on the area through the creation of more than 300 jobs during the construction phase. The completed center will create more than 1000 full and part-time retail management and sales positions. Tanger Outlets Grand Rapids will create an estimated \$7.3 million in annual sales tax.

The new Center will feature over 80 upscale brand name and designer outlet retailers including: J. Crew Factory, Brooks Brothers Factory Store, Nike Factory Store, Cole Haan, Polo Ralph Lauren Factory Store, Vera Bradley, Talbots, Under Armour, Gap Factory Store, Old Navy Outlet, Abercrombie & Fitch, Bath and Body Works, Banana Republic Factory Store, White House|Black Market, Ann Taylor Factory Store, LOFT Outlet and many more.

The new fashion destination will be located approximately 11 miles south of downtown Grand Rapids at the southwest quadrant of US-131 and 84th Street in Byron Township.

Tanger[®]Outlets

About Tanger Factory Outlet Centers, Inc.:

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 46 upscale outlet shopping centers in 24 states coast to coast and in Canada, totaling approximately 14.4 million square feet leased to over 3,000 stores operated by more than 460 different brand name companies. With more than 30 years of experience in the outlet industry and 3 additional centers currently under construction, Tanger Outlet Centers continue to attract more than 185 million shoppers annually. For more information on Tanger Outlet Centers, call 1-800-4TANGER or visit the company's web site at www.tangeroutlet.com.

Media contact:

Randy Zimmerman
616-277-1133

randy.zimmerman@tangeroutlets.com









Photo - <https://photos.prnewswire.com/prnh/20150707/232363>
Logo - <https://photos.prnewswire.com/prnh/20120907/CL70706LOGO-b>
Photo - <https://photos.prnewswire.com/prnh/20150707/232371>
Photo - <https://photos.prnewswire.com/prnh/20150707/232368>
Photo - <https://photos.prnewswire.com/prnh/20150707/232364>
Photo - <https://photos.prnewswire.com/prnh/20150707/232367>
Photo - <https://photos.prnewswire.com/prnh/20150707/232365>
Photo - <https://photos.prnewswire.com/prnh/20150707/232366>
Photo - <https://photos.prnewswire.com/prnh/20150707/232369>
Photo - <https://photos.prnewswire.com/prnh/20150707/232370>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/tanger-outlets-grand-rapids-to-celebrate-grand-opening-on-july-31-300109720.html>

SOURCE Tanger Factory Outlet Centers, Inc.