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Tanger Outlets Southaven to Celebrate November 20th Grand Opening and Kick-off Holiday Shopping Season

Festivities Include Special Guests Chip and Joanna Gaines from the hit show *Fixer Upper*, a Holiday Music Festival, and a Chance to Win a Holiday Home Decor Package & Shopping Spree

Grand Opening to Benefit St. Jude Children's Research Hospital®

GREENSBORO, S.C., Oct. 15, 2015 /PRNewswire/ -- Tanger Factory Outlet Centers, Inc. (NYSE: SKT) and Poag Shopping Centers announced today that Tanger Outlets Southaven will celebrate the new center's Grand Opening on Friday, November 20 kicking off at 10 a.m. with an official ribbon-cutting hosted by Steven B. Tanger, President and Chief Operating Officer of Tanger Outlets, Mississippi Governor Phil Bryant, Josh Poag, President and CEO of Poag Shopping Centers, Chip and Joanna Gaines from the hit show, *Fixer Upper*, as well as state and local officials. The Grand Opening, which will benefit Memphis-based [St. Jude Children's Research Hospital®](#), will run through the weekend and will feature a design presentation and meet-and-greet with Chip and Joanna Gaines, holiday music festival featuring regional bands, holiday crafts for kids, fireworks spectacular and special savings and fashionable giveaways.

"This grand opening carries special meaning for patients battling cancer and other life-threatening diseases at St. Jude Children's Research Hospital and their families who treasure the gift of their children's lives," said Rich Peterson of ALSAC/St. Jude Children's Research Hospital. "When generous donors, retailers, corporations, and celebrities join together for a good cause – they are helping to ensure no family ever receives a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live."

As part of the grand opening celebration, Tanger will offer shoppers a chance to meet Chip and Joanna Gaines, as well as attend an exclusive presentation where the couple will share holiday DIY tips and design-on-a-budget advice. The duo have nearly 15 years of experience in the real estate and design industry and have a knack for helping clients find the right home and renovate the imperfections while getting the best "bang for a buck."

Shoppers can also experience several fun interactive displays including the Tanger Dream Cloud, where coupon and gift card vouchers literally fall from a suspended cloud-structure, and shoppers can vote on their favorite fashion holiday package with the "Like It or Love It" designer fashion giveaway. Shoppers can also stop by the Instagram Lounge to "Recharge and Relax" on the Tanger charging stations and soft seating areas or take selfies to share on their digital channels for a chance to win the Deck the Halls Home Decor shopping spree

giveaway. One lucky winner will be randomly awarded the \$5,000 decor package and a holiday shopping spree.

The project has already had a positive economic impact on the area through the creation of more than 400 jobs during the construction phase. The completed center creates more than 1,500 full and part-time retail management and sales positions.

"We are very pleased to add Tanger Outlets at Southaven to our portfolio of retail and destination properties. With millions of annual visitors, the greater Memphis area is the ideal location for Tanger Outlets' first development in the great State of Mississippi and its surrounding areas," said Steven B. Tanger. "We take pride in the value and shopping experience we provide our customers and this grand opening weekend was designed to highlight our unique TangerSTYLE to residents and visitors to the area."

"We are thrilled to partner with Tanger to bring the finest outlet shopping to Southaven and the greater Memphis area, our home town. We truly appreciate the public/private partnership under the Mississippi Tourism Project Incentive Program among the City of Southaven, the State of Mississippi and our team," said Josh Poag.

The new Center will feature over 70 upscale brand name and designer outlet retailers including: Ann Taylor, GAP factory outlet, White House | Black Market, Banana Republic, Columbia Sportswear Company, J.Crew, LOFT, Under Armour, Skechers, Pandora, Carter's, Tommy Hilfiger and many more.

The new fashion destination will be located in Southaven, Mississippi, just 4.5 miles from Memphis at the Northeast quadrant of I-69/55 and Church Road.

For a full listing of Grand Opening events, visit tangeroutlets.com/southaven.

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 42 upscale outlet shopping centers in 21 states coast to coast and in Canada, totaling approximately 14.1 million square feet leased to over 3,000 stores operated by more than 470 different brand name companies. With more than 30 years of experience in the outlet industry and 2 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.

About Poag Shopping Centers: Headquartered in Memphis, TN, Poag Shopping Centers and its predecessors are recognized as founders and leading developers of Lifestyle Centers. The Company's national portfolio currently consists of twelve Lifestyle Center developments that are either completed, under construction, or in the pre-construction development stages.

CONTACT: Quentin Pell, qnpell@tangeroutlet.com

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