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## **Tanger Outlet Centers Announces Expanded Technology Advances and Social Media Initiatives**

### **Tanger Gives Shoppers a Mobile Portal for More Coupons and Savings at Their Outlets Nationwide**

GREENSBORO, N.C., Oct. 26, 2010 (GLOBE NEWSWIRE) -- Tanger Factory Outlet Centers, Inc. (NYSE:SKT) is pleased to announce a number of technological advances made to keep their on-the-go customers informed about special offers and outlet center events.

Tanger's newly launched mobile site, designed for easy viewing on today's most popular smart phones, was created to give shoppers access to key information while at the Tanger outlet shopping center of their choice, along with notifications of special offers from our brand name tenants. The company's consumer website, [www.tangeroutlet.com](http://www.tangeroutlet.com), is visited by close to 1 million shoppers each month. The mobile version of Tanger's website was launched in early 2010 with customized features, local center-specific content and special offers. A popular feature of the user friendly mobile site now being utilized by thousands of Tanger shoppers is the ability to display discount coupons on the phone while at a participating store.

Next on Tanger's interactive expansion strategy is a broader-based, expanded content, exclusive mobile application. This mobile application will enhance the shopper experience by providing Tanger location-based content, and will also offer a marketing channel for our brand name tenants to Tanger's tech savvy customers.

Steven B. Tanger, Tanger Outlet Centers, Inc. President and Chief Executive Officer, commented, "Today's already impressive smart phones will get even smarter, faster and more powerful in the near future. Flash sales sites have sprung up all over the web in the past few years as retailers and developers continue to create new ways to sell and share information. Keeping the brand name, value conscious customer informed about Tanger's centers, and the fantastic deals within our desirable designer and brand name stores, is critical in today's ever changing shopping environment. Our tech savvy customer wants to find the best values and best brands not only through a personal computer search before arriving at their destination, but while on-the-go and even as they are in our outlet shopping centers. Our ability to heighten the shopping experience through WiFi enhancements, mobile applications and social media interfaces are all marketing initiatives of the future that help build sales for our tenants and create loyal Tanger customers."

By the end of 2011, The Nielsen Company expects more smart phones will be sold in the North America market than feature phones and that smart phones will surpass worldwide PC sales. Additionally, over 100 million iPhones, iPads and iPod Touches have already been

sold. Over 225,000 applications ("apps") are available in the Apple App Store. There are also over 80,000 Android apps and over 1 million downloads – and it is still growing.

Tanger recognizes the importance of this global channel as an integral tool to share the story of the outlet shopping experience and the values to be found in our stores, and is embracing this channel with several initiatives this year and through 2011.

Anticipated to launch in time for the Holiday season, the company's mobile apps will provide rewards for frequent Tanger shoppers, instant couponing through geo-targeting a shopper while at a specific center, tag reader discounts and mobile-specific TangerStyle promotional offers. Users will find GPS maps for locating stores and navigating the Tanger outlet center of their choice and give them the ability to drop a "pin" on the map to remember where they parked or where to meet friends.

Mobile app users will also have shopping or "wish list" functionality, allowing them to record or photograph an item they may wish to purchase at a later time or email to a friend. Tanger's mobile apps will interact with the major smart phone brands including the iPhone, Android and BlackBerry platforms.

WiFi initiatives are currently in beta test at two of our 32 Tanger Outlet shopping centers across the country, and will roll out nationally in early 2011. Tanger's open air center format, versus an enclosed steel structure which often interferes with a WiFi signal, is a distinct benefit to our customer who may wish to stay connected via laptop while at one of our centers.

Tanger launched its Facebook page in July 2008 and its Twitter feed in April 2009. Both were used initially to provide local center-specific information as well as details about events and store openings. 2010 has seen the biggest gains for both sites. In the past six months, Tanger's Twitter followers have increased by 255%, and its "likes" on Facebook have grown by 375% to over 60,000 fans and growing more and more each day. The content shared on Tanger's Facebook page has evolved and now includes fashion driven content such as trends and style tips, in addition to the value driven content about special sales offers and coupons.

In July of 2010, Tanger launched the Create Your Own Tanger Style contest, where customers could drag, drop and design clothing items and accessories to create their own look to win a \$1,000 Tanger Shopping Spree. This micro site had over 150,000 page views with over 12,000 submissions and 50,000 voters.

On October 18, 2010, Tanger announced its newest promotion. Fans who "like" the Tanger Facebook page will receive 50% off a \$50 Tanger Gift Card if 50,000 new fans "like" the page by the Tanger Magic of Midnight After Thanksgiving Sale on November 26, 2010. This concept was developed with the objective of offering our fans and shoppers real values, every day, on famous and designer brand names and to give them an extra incentive to visit the Tanger outlet center of their choice through the increasingly popular limited time couponing, offering half off/deep discounting this Holiday season.

With the success of Tanger's Facebook page in 2010, regional pages have now been launched for two of the company's newest centers in Deer Park, New York and in Mebane, North Carolina opening on November 5. These regional pages provide the most localized content about sales and events in addition to information about the areas surrounding the two centers.

## 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 32 upscale outlet shopping centers in 22 states coast to coast, totaling approximately 9.8 million square feet leased to over 2,000 stores operated by 370 different brand name companies. More than 150 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).

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