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## **Tanger Outlets Launches Annual PinkSTYLE Campaign**

### **Shop and Support the Breast Cancer Research Foundation and Local Organizations in the Fight Against Breast Cancer**

GREENSBORO, N.C., Sept. 15, 2015 /PRNewswire/ -- Tanger Factory Outlet Centers, Inc. (NYSE: SKT) is rallying its customers to shop with the 'power of pink' this Fall to help support ongoing efforts to end breast cancer during the 22<sup>nd</sup> annual Tanger PinkSTYLE campaign.

During the month of October, the Power of Pink initiative will take place at Tanger Outlets across the United States and Canada. Shoppers can purchase a Powerful Pink Savings Pass to save 25% off on a single item at participating stores. Customers can purchase an unlimited savings pass from Tanger Shopper Services to benefit breast cancer organizations in local communities as well as nationally through the Breast Cancer Research Foundation (BCRF), the nation's highest-rated breast cancer organization. Through BCRF, Tanger donations are directly supporting pioneering studies in breast cancer, including the work of Dr. Kenneth Offit at Memorial Sloan Kettering Cancer Center, Dr. Katherine Nathanson at The University of Pennsylvania, and Drs. Elizabeth Jaffee and Leisha Emens at Johns Hopkins University.

"We are proud to join once again with our customers and tenants at our centers across the U.S. and Canada to raise awareness and much needed funds for breast cancer research and prevention," said Steven B. Tanger, President and Chief Executive Officer of Tanger Factory Outlet Centers, Inc. "We are committed to supporting these important organizations year after year with the goal of finding a cure to a disease that has affected so many women and families."

Since 1994, Tanger has contributed nearly \$15 million to breast cancer research through the PinkSTYLE campaign, 5K races, on-site events and other breast cancer-related fundraising initiatives across the U.S and Canada. In 2014, Tanger Outlets raised \$1.3 million for the 21<sup>st</sup> annual Tanger PinkSTYLE campaign.

"Year after year Tanger Outlets has reaffirmed their pledge to be the end of breast cancer," said Myra Biblowit, President of the Breast Cancer Research Foundation. "The Powerful Pink Savings Pass is an example of how one small purchase can make a big difference. BCRF is the nation's only A+ rated breast cancer organization by Charity Watch – you can be rest assured that the contribution from Tanger Outlets will directly impact breast cancer research."

For more information on the Tanger PinkSTYLE campaign, visit [www.tangeroutlet.com](http://www.tangeroutlet.com).



### **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 47 upscale outlet shopping centers in 24 states coast to coast and in Canada, totaling approximately 14.7 million square feet leased to over 3,100 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](http://www.tangeroutlet.com).

### **About the Breast Cancer Research Foundation (BCRF)**

Founded by Evelyn H. Lauder in 1993, the Breast Cancer Research Foundation (BCRF) advances the world's most promising research to eradicate breast cancer. BCRF has raised \$570 million to fuel discoveries in tumor biology, genetics, prevention, treatment, survivorship and metastasis, making it one of the largest non-governmental funders of breast cancer research in the world. In 2015, BCRF will award over \$48.5 million to support more than 235 researchers at leading medical institutions worldwide. By spending 91 cents of every dollar on research and public awareness programs, BCRF remains one of the nation's most fiscally responsible nonprofits. BCRF is the only breast cancer organization with an "A+" from CharityWatch, and has been awarded Charity Navigator's highest rating of four stars 13 times since 2002. For more information, please visit: [www.bcrfcure.org](http://www.bcrfcure.org).

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