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## **Tanger Outlets Launches TangerSTYLE Studio With Celebrity Stylist Vanessa Lachey**

GREENSBORO, N.C., Feb. 22, 2012 (GLOBE NEWSWIRE) -- Expanding on Tanger Factory Outlet Centers, Inc.'s (NYSE:SKT) successful TangerSTYLE Magazine, now in its twelfth fashion season, Tanger is introducing the TangerSTYLE Studio launching this spring. TangerSTYLE Studio is 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. Today, outlet shopping offers the best value with the latest and current season fashions. It truly makes its mark as the best destination for value and fashion. TangerSTYLE Studio will live on Tanger Outlets' website and social channels seasonally in an online LookBook and will also be played on video monitors throughout each Tanger Outlet Center.

Be First to Know! TangerSTYLE's spring campaign will feature sensational trends and style tips from celebrity stylist Vanessa Lachey. Vanessa is Tanger's fashion authority this season and throughout the year she will be featured in TangerSTYLE Studio. Vanessa will share her exclusive tips to help make this your ultimate style guide to spring's most irresistible designer fashions and accessories at unbelievable savings. "I love that Tanger Outlets has all the trends and fashion that are HOT right now and for SO MUCH LESS EVERYDAY!", said Vanessa Lachey. Look for Vanessa on Tanger's website, at select properties for personal appearances, in print and direct mail throughout the year.

"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 spring. I enjoyed working with Vanessa on this exciting campaign for Tanger Outlets," said Steven B. Tanger. "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."

Tanger is also introducing its own Fashion Week, which will take place at many Tanger Centers April 9-14. This style-filled week will showcase the best spring looks and offer customers exciting special events including a fashion-forward onsite contest where 6-8 lucky finalists will each be given a two hundred dollar gift card and ninety minutes to create a TangerSTYLE look. A fashion panel comprised of local personalities will judge the final looks and the top contestant with the best value look will receive a five hundred dollar gift card! Centers will also host a Stiletto Sprint where contestants step out in their favorite high heels to compete in a Fifty yard dash. The winning contestant will receive a two hundred and fifty dollar gift card. And for the social set, if you want to be in the in-crowd and enjoy more fashion action, Tanger shoppers are invited to play the Be Your Own Stylist, our Facebook fashion competition where contestants are invited to upload photos of their It Girl TangerSTYLE. One lucky contestant will win a \$2000.00 shopping spree. Please visit

[www.tangeroutlet.com](http://www.tangeroutlet.com) for rules and regulations and specific information about TangerSTYLE fashion week events at your favorite Tanger Outlet Center.

## **TangerSTYLE Q & A with Vanessa Lachey**

### **What are your favorite Trends this spring?**

"Wow, there are so many great ones, but I have to say that I'm most excited about Color Blocking! I love how the blocks of color pop and can help showcase your best assets!"

### **Must have Accessory?**

"With all the bold handbags and fabulous jewelry, how can you choose just one? But I can't live without a great pair of shoes!"

### **What are you most looking forward to this spring?**

"From clothes to moods, everything is lighter and brighter. I'm loving Yellow! Just picturing a pop of this sunny color makes me smile. From Bold Color Blocking to splashes of yellow and the little Pink Dress, Tanger style takes you inside what's hot for spring!"

To view a photograph of Vanessa Lachey, please go to:

<https://www.issuereirect.com/corporate/mediaroom/69145>

## **Vanessa Lachey Bio**

Vanessa began her fashion, beauty, and celebrity career by winning the 1998 "Miss Teen USA" pageant. Lachey went on to serve as a backstage correspondent on the pageant circuit for several years. For two seasons, Lachey was the New York-based correspondent for ENTERTAINMENT TONIGHT, the #1 syndicated entertainment newsmagazine in the world. In January 2009, Lachey hosted and judged the hit ABC reality show TRUE BEAUTY and returned again as the host during the summer of 2010. Recently, Lachey guest starred on CBS's hit remake of HAWAII FIVE-O and also on NBC's Emmy and Golden Globe Award winning show 30 ROCK. Currently, Lachey is the co-host of the popular ABC Series WINTER WIPE OUT. After meeting Nick Lachey and starring in his music video "What's Left of Me", the pair dated for nearly three years. They were married July 15, 2011.

## **ABOUT TANGER FACTORY OUTLET CENTERS, INC.**

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 11.8 million square feet leased to over 2,500 stores operated by 450 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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