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Celebrate The Power Of PinkSTYLE At Tanger Outlets

Support Breast Cancer Research When You Shop And Save for the Cure

GREENSBORO, N.C., Sept. 10, 2013 /PRNewswire/ -- Pink is a bold color that is so significant that women everywhere know what it stands for immediately- it stands for hope! This Fall, Tanger Outlets is offering shoppers a way to join in the fight against Breast Cancer with its annual PinkSTYLE Campaign.

(Logo: <https://photos.prnewswire.com/prnh/20120907/CL70706LOGO-b>)

From September 12 through October 25, the 20th annual Tanger PinkSTYLE Campaign will take place at 41 Tanger Outlet Centers in the United States and Canada. Customers can purchase 25% OFF Pink Cards in Savings Packs of five Pink Cards for \$5 and save 25% on a single item at participating stores. Shoppers can also visit www.tangeroutlets.com to purchase a \$10 PinkSTYLE E-Savings pass for unlimited use of 25% savings on a single item at participating stores. Pink Card proceeds will benefit local Breast Cancer research efforts in the communities where we live and work, as well as nationally through The Breast Cancer Research Foundation.

"Tanger is proud to join with our retail partners and customers in a team effort to celebrate Breast Cancer survivors," said Steven B. Tanger, President and Chief Executive Officer of Tanger Factory Outlet Centers, Inc. "Our goal is to help raise and donate the funds necessary to continue Breast Cancer research so that preventative measures and eventually a cure can be found."

In 2013, the American Cancer Society estimates that 232,340 women will hear the words, "You have Breast Cancer." More than 625 women are diagnosed a day, and Breast Cancer is the second-leading cause of cancer-related deaths in women. The chance of dying from Breast Cancer is 1 in 36. At Tanger, we want to see a cure in our LIFETIME. Join us and THINK PINK! You can make a difference when you shop and save during Tanger Outlets PinkSTYLE Campaign!

Since 1994, Tanger Outlet Centers nationally has contributed more than \$12 million to this important cause through the PinkSTYLE Campaign, 5K races, Pink Partini Events and other Breast Cancer related fundraising events. Across the United States and now in Canada, Tanger will also raise money this year through a variety of other onsite and community activities including, but not limited to, sponsorships of walks and runs for a cure, early detection demonstration and prevention kiosks, fashion events and more.

About The Breast Cancer Research Foundation®:

The Breast Cancer Research Foundation®, founded by Evelyn H. Lauder in 1993, is an independent not-for-profit organization committed to funding scientific research to achieve

prevention and a cure for breast cancer in our lifetime. In 2013, BCRF has committed \$45 million to support the work of more than 200 researchers at major medical institutions across the United States, Canada, Latin America, Europe, China, the Middle East and Australia. With 91 cents of every dollar spent by BCRF directed towards breast cancer research and awareness programs, BCRF remains one of the most fiscally responsible charities in the country. For the eleventh time since 2002, it has earned 4 stars from Charity Navigator. Additionally, BCRF is the only breast cancer organization rated an "A+" by CharityWatch. For more information about BCRF, visit www.bcrfcure.org.

About Tanger Factory Outlet Centers, Inc.:

Tanger Factory Outlet Centers, Inc. is a publicly-traded REIT headquartered in Greensboro, North Carolina that operates and owns, or has an ownership interest in, a portfolio of 43 upscale outlet shopping centers in 26 states coast to coast and in Canada, totaling approximately 12.9 million square feet leased to over 2,700 stores operated by more than 470 different brand name companies. More than 180 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.

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