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Tanger Outlets Bolsters Traditional Retail Experience through Interactive Social Media and Digital Experiences for Shoppers

GREENSBORO, N.C., May 12, 2015 /PRNewswire/ -- At the recent grand opening of Tanger Factory Outlet Centers' (NYSE: SKT) newest location in Savannah, Georgia, over 78,000 weekend shoppers proved that the brick and mortar shopping experience is alive and thriving. However, many shoppers were excited to find interactive social media stations set-up around the center that provided an opportunity to socially engage using their favorite social media platform to post photos of themselves at the new Tanger Outlets Grand Opening and receive discount coupons, store offers and gift cards. Pop up social stops delight shoppers, enhance their experience, and make shopping at Tanger Outlets interactive. Social stops offer new ways to save even more on shoppers' favorite fashions.

This year, Tanger will open four new centers across the country. During each of these grand opening weekends, Tanger is merging the traditional shopping experience with the excitement of social interaction through three social media activations:

- *Tanger Dream Cloud* - Encourages engagement on Twitter, as Twitter members have the capability of submitting a tweet and instantly receiving both a tangible and digital copy of a coupon. For shoppers not on Twitter, there is a custom URL that allows shoppers to have the same experience by visiting the mobile site that simply pulls up a link where a shopper virtually taps a button and the coupon or gift card voucher is dispersed on the spot from a suspended cloud. Savings literally fall from "the sky".
- *Tanger Instagram Lounge* - encourages social engagement and social interaction on both Twitter and Instagram. By snapping a selfie in the selfie station and posting it using the #GoTanger hashtag, their photo instantly generates and displays on a social wall. The same hashtag allows shoppers to win daily shopping sprees.
- *Like it or Love it Polling Station* - shoppers walk up to an iPad, tap their favorite fashion item, enter their basic info, and are entered to win the item. In 30 seconds, they have voted for their favorite fashion item and have been entered to win it. Every shopper who enters will also receive a 20% off coupon of a purchase at select stores.

"Social pop-ups are about enhancing the shopping experience and increasing the number of touch points with our customers," said Steven B. Tanger, CEO of Tanger Outlets. "These new installations at our grand openings provide our customers with a world class traditional shopping experience and the fun of interacting with their favorite retailers on social media for the best deals."

Tanger will incorporate these social media activations at each of the three remaining Grand Opening events scheduled for this year: Foxwoods Resort and Casino in Connecticut on May 21, Grand Rapids, Michigan on July 30, and Memphis, Tennessee on November 19.

Tanger[®]Outlets

About Tanger Factory Outlet Centers, Inc.:

Tanger Factory Outlet Centers, Inc. (NYSE:SKT), is a publicly-traded REIT that operates and owns, or has an ownership interest in, a portfolio of 45 upscale outlet shopping centers in 24 states coast to coast and in Canada, totaling approximately 14.1 million square feet leased to over 2,900 stores operated by more than 450 different brand name companies. With more than 30 years of experience in the outlet industry and 3 additional centers currently under construction, Tanger Outlet Centers continue to attract more than 185 million shoppers annually. Tanger is headquartered in Greensboro, North Carolina. 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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