

October 4, 2016



Tanger Outlets Launches The 23rd Annual PINK Campaign To Support Fight Against Breast Cancer

GREENSBORO, N.C., Oct. 4, 2016 /PRNewswire/ -- Tanger Factory Outlet Centers, Inc. (NYSE: SKT) is rallying shoppers to participate in the 'Tanger PINK Movement' this October to support ongoing efforts to end breast cancer during the 23rd annual Tanger PINK Campaign.

The Tanger PINK Campaign launched October 1st at Tanger Outlets across the United States and Canada. Part of Tanger's efforts to raise awareness and help find a cure includes offering its shoppers a stylish way to save more and help in the fight. Tanger PINK Cards offer our shoppers 25% off any item at participating stores. PINK Cards can be used once per day, per store with unlimited use through October 31, 2016. PINK Cards are available in two ways including a mobile card saved on your phone or a physical card to save in your wallet. Tanger's PINK Cards can be purchased at any Tanger Outlets nationwide, or on line at www.tangeroutlet.com/pink or on the Tanger's app. Other programs Tanger hosts to support their annual PINK program include center events, fitness and 5K Walk/Runs, Pump Up the PINK parties and an exciting program launched last year that randomly surprises shoppers with PINK gifts and gift cards as they shop including randomly purchasing their products at check out and more. Tanger Outlets also is giving away gift cards and PINK items socially on their sites for fans throughout the month.

Proceeds from the campaign will support local breast cancer organizations as well as the Breast Cancer Research Foundation (BCRF), the nation's highest-rated breast cancer organization according to Charity Watch and Charity Navigator. Through BCRF, Tanger donations have directly supported pioneering studies in breast cancer, including research conducted by 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 forces with our valued shoppers and retailers across the United States 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 empathize with every customer, retailer, and employee who has been affected by this disease. We are fully committed to supporting these important organizations, with the goal of finding a cure to a disease that has affected so many families."

Since 1994, Tanger has contributed more than \$17 million to breast cancer research through the PINK Campaign, 5K races, on-site events and other breast cancer-related fundraising initiatives across the U.S. In support of the PINK Campaign, this year, Tanger Outlet Centers will also host local events and moments to rally shoppers in the fight against breast cancer.

"Year after year Tanger Outlets has reaffirmed its commitment to be the end of breast cancer," said Myra Biblowit, President of the Breast Cancer Research Foundation. "In uniting with BCRF and supporting the world's most innovative research, Tanger is helping to improve breast cancer diagnosis, prevention and treatment—transforming lives every day."



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 43 upscale outlet shopping centers and one additional center currently under construction. Tanger's operating properties are located in 21 states coast to coast and in Canada, totaling approximately 14.7 million square feet, leased to over 3,100 stores which are operated by more than 490 different brand name companies. The Company has more than 35 years of experience in the outlet industry. 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 website at www.tangeroutlet.com.

About the Breast Cancer Research Foundation (BCRF)

The Breast Cancer Research Foundation (BCRF) is dedicated to being the end of breast cancer by advancing the world's most promising research. Founded by Evelyn H. Lauder in 1993, BCRF-funded investigators have been deeply involved in every major breakthrough in breast cancer prevention, diagnosis, treatment and survivorship. This year, BCRF has awarded \$57 million in grants to support the work of more than 250 scientists at leading medical and academic institutions across 14 countries, making BCRF the largest private funder of breast cancer research worldwide. By committing 91 cents of every dollar directly to its mission, BCRF is one of the nation's most fiscally responsible nonprofits. BCRF is the only breast cancer organization in the US to hold both an "A+" from CharityWatch as well as the top four-star rating from Charity Navigator. Visit www.bcrfcure.org to learn more.

Contact:

Quentin Pell

Vice President Corporate Communications

quentin.pell@tangeroutlets.com

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

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/tanger-outlets-launches-the-23rd-annual-pink-campaign-to-support-fight-against-breast-cancer-300339253.html>

SOURCE Tanger Factory Outlet Centers, Inc.