May 2, 2011

Tanger Factory Outlet Centers Celebrates 30th Anniversary

Bell Ringing Event at the New York Stock Exchange Planned for May 12th

GREENSBORO, N.C., May 2, 2011 (GLOBE NEWSWIRE) -- Tanger Factory Outlet Centers, Inc. (NYSE:SKT) announced today that to officially mark the company's 30th year of business, it will celebrate the occasion throughout the month of May and will highlight the anniversary at a number of national events.

Founded in 1981, Tanger Outlet Centers has been an innovative and driving force behind the outlet industry created by its founder, Stanley K. Tanger (1923-2010). The company is both an outlet industry standard and a pioneer through its cultivation of new brands and store offerings, along with outlet shopping center modernizations, technological advances and customer amenities.

From Stanley K. Tanger's concept that grouped what was then manufacturers' overruns and slightly damaged merchandise in one strip-center location, to today's growing retail distribution channel of products that are designed with the outlet consumer in mind, Tanger has been at the forefront of this evolution.

"Creating the next generation of outlet shopping is now Tanger's focus," commented Steven B. Tanger, president and CEO of Tanger Outlet Centers, Inc. "As we begin celebrating our Pearl anniversary with promotions and specials to reward our shoppers, we will also continue to evaluate and assess the new, fresh brands entering our industry. Our savvy shoppers expect the best and newest retail offerings from Tanger Outlet Centers, along with the technological advances they rely on to keep them informed of our retailers' steals and deals."

Tanger is a growth company and a first choice option for its retail partners, consumers and employees. From a handful of employees and one location in 1981, the company has grown to over 400 employees nationwide in 34 centers across 22 states. Our retail partners at these centers, combined, have created approximately 40,000 full and part-time jobs in the U.S. Tanger currently has plans to develop sites in Texas and Arizona and will jump over the border into Canada, to open U.S. style outlet centers through a joint venture with RioCan Real Estate Investment Trust.

Each year, 160 million savvy shoppers seeking the most fashionable, stylish and affordable footwear and apparel, with the country's best price guarantee, think outlets, and think Tanger. Tanger has one of the largest and most loyal customer base in the outlet center industry, with over 500,000 loyal TangerClub members, one of the most favored retail industry shopping clubs. TangerClub members enjoy a myriad of benefits which encourage them to shop at Tanger's brand name and designer retail stores, frequently. Tanger thrives on innovation and has created state-of-the-art outlet centers across the country where tech savvy shoppers enjoy QR readers that provide their smart phones with real-time promotions, center-specific GPS locators, and WiFi for keeping friends and family in touch and happy while shopping their favorite Tanger outlet center.

"Tanger Outlet Centers, and the outlet shopping center concept as a highly lucrative and robust distribution channel for our retail partners, is here to stay. We have the right locations, close and long-standing partnerships with our retail tenants, an experienced and creative management team, and a long runway for growth both here in the U.S. and in Canada," Mr. Tanger concluded.

As part of the many events which will take place in the month of May, the company has announced a Register to Win - $30,000 Tanger Shopping Sprees in 30 Days, which will take place from May 2nd through May 31st. Three lucky shoppers will receive $10,000 each in Tanger Gift Cards. The first prize winner will be selected, via random draw by Steven B. Tanger, on May 12th at approximately 3:30 p.m. (Eastern) from the floor of the New York Stock Exchange (NYSE) where the company will ring the closing bell at 4:00 p.m. (Eastern), ending the trading session that day.

Additionally, as Tanger Outlet Centers celebrates the 30th Anniversary of the company at the NYSE, an attempt will be made to set the Guinness Book of World Records for the World's Largest Dessert Party. Guinness Book of World Records' auditors will count the number of the company's party guests simultaneously celebrating from 3:00-3:15 p.m. (Eastern) on the floor of the NYSE, at the company's headquarters in Greensboro, North Carolina, and at each of Tanger Outlet Centers' 34 outlet shopping centers in 22 states (as adjusted, for a simultaneous celebration across various time zones).

To view a copy of the Guinness World Record Logo please click here: https://www.issuerdirect.com/corporate/mediaroom/69130.

Details on all the events planned in celebration of the 30th Anniversary of Tanger Outlet Centers, including the Ultra Diamond Pearl Strand gift with purchase and the Tanger Facebook page Designer Bag-a-Day Giveaway, may be found at the company's website, www.tangeroutlet.com.

About Tanger Factory Outlet Centers

Tanger Factory Outlet Centers, Inc., (NYSE:SKT) is a publicly-traded REIT headquartered in Greensboro, North Carolina that operates and owns, or has ownership interests in, a portfolio of 34 upscale outlet shopping centers in 22 states coast-to-coast, totaling approximately 10.3 million square feet, leased to over 2,100 stores that are operated by more than 370 different brand name companies. More than 160 million shoppers visit Tanger Outlet Centers annually. For more information on Tanger Outlet Centers, call 1-800-4-TANGER or visit our website at www.tangeroutlet.com.


```
CONTACT: Frank C. Marchisello
         Executive Vice President and CFO
         Tanger Factory Outlet Centers, Inc.
         (336) 834-6834

         Mona J. Walsh
         Vice President of Corporate Communications
         Tanger Factory Outlet Centers, Inc.
         (336) 856-6021
```

Source: Tanger Factory Outlet Centers, Inc.