

MCARTHURGLEN™

DESIGNER OUTLETS

PRESS RELEASE

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The Saturdays headline at Cheshire Oaks Christmas launch

Top girl band The Saturdays will be switching on the lights of Britain's biggest Christmas tree at Cheshire Oaks Designer Outlet near Chester on Friday 13 November.

The girls will be the headline act at Cheshire Oaks' official Christmas launch event from 5pm, performing some of their most popular songs and officially starting the centre's countdown to Christmas.

Mr Hudson and Basshunter, both No 1 hit-selling artists, are the two other acts at the launch of Britain's biggest Christmas tree, which stands 90 feet tall and will be decorated with 100,000 lights and 80,000 baubles.

Shaun Rhodes, Marketing Manager, Cheshire Oaks Designer Outlet, says: "The lighting of the tree has already become one of the 'must-see' events in the region and I can guarantee it's going to be a spectacular night. We're expecting big crowds to be here to enjoy both the on-stage entertainment and late night shopping until 10pm.

"The Saturdays are a fantastic band who will help us get the Christmas party started. Other celebrities will also be performing on the night and we'll be announcing further details soon."

Cheshire Oaks Designer Outlet is located just off junction 10 of the M53 and features top brand names with up to 60 per cent off high street prices. It is one of seven McArthurGlen Designer outlet centres across the UK.

Shannon Luxford, UK Regional Marketing Manager, McArthurGlen, says: “We have 70 million consumers who visit our 18 centres across the UK and Europe each year. They are attracted by the great brands at great discounts, but also by the relaxed and fun experience that we offer our consumers at the regular events that we hold at our centres throughout the year. This not only attracts new consumers, but encourages our existing consumers to come back time and time again.”

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NOTES TO EDITORS

McArthurGlen Designer Outlets

McArthurGlen Group is Europe’s leading developer, owner and manager of designer outlet villages since introducing outlet retailing to Europe in 1995. Its current portfolio of 18 well-located designer outlet villages across the UK and Continental Europe comprises more than 400,000 sq m of retail space, housing over 750 brands in more than 1,800 stores. Visited annually by 70 million people, the portfolio generated over €2 billion in retail sales in 2008. Following the opening in 2009 of new designer outlets in Berlin and Salzburg, the Group will also be opening La Reggia Designer Outlet village near Naples in early 2010, with additional projects under development in Athens and Hamburg. *For more information, please visit www.mcarthurglengroup.com*