

MCARTHURGLEN™

DESIGNER OUTLETS

PRESS RELEASE

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Ferrari Factory Store opens in Italy

Ferrari has chosen McArthurGlen, Europe's leading developer, owner and manager of designer outlet villages, to open its first Ferrari Factory Store in Italy.

The store opens on 27 June at Serravalle Designer Outlet, near Milan, which is Europe's biggest designer outlet village, with 180 brand names, and 48,000 sq m of retail and leisure space.

Ferrari Factory Store joins such top brand names at Serravalle Designer Outlet as Bulgari, Prada, Blumarine, Dolce & Gabbana, Etro, Versace and Roberto Cavalli, and many others.

Serravalle Designer Outlet is one of four designer outlet villages of McArthurGlen in Italy. The other three are Barberino Designer Outlet (Florence), Castel Romano Designer Outlet (Rome) and Veneto Designer Outlet (Venice). A fifth village, La Reggia Designer Outlet near Naples, will open later this year.

The internationally renowned Studio Iosa Ghini designed the 370 sq m Ferrari Factory Store at Serravalle Designer Outlet, in association with A.R.P. Advanced Retail Project, a specialist in luxury retail and a key partner of Ferrari.

The stand-alone store is located next to one of the main entrances to Serravalle Designer Outlet. The design features a stunning crystal roof which curves over to become the façade. Inside, two replica Formula 1 2002 pit stops recreate the atmosphere associated with Formula 1 racing. The store offers a full range of Ferrari fashion and accessories, including menswear, womenswear and childrenswear, and the retail space will be divided into a fan zone, a luxury zone and a children's zone.

Victor Busser, McArthurGlen's Leasing Director, says: "Ferrari is one of the world's most iconic brand names – and one of the most aspirational brands. The Ferrari Factory Store at Serravalle Designer Outlet is not only stunning in design, but also ground-breaking for the outlet market. It will act as a real crowd-puller, and centre point in the village. This is in particular given that our four million consumers who visit the village each year come for the shopping experience as well as the great brands at discounted prices."

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NOTES TO EDITORS

McArthurGlen Designer Outlets

McArthurGlen Designer Outlets is part of McArthurGlen Group, Europe's leading developer, owner and manager of designer outlet villages, since introducing outlet retailing to Europe in 1995. Its current portfolio of 17 well-located designer outlet villages across the UK and Continental Europe comprises more than 400,000 sq m of high-quality 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. The Group will be opening three new designer outlet villages in 2009, in Berlin, Salzburg and Naples, with additional projects under development in Athens and Hamburg. *For more information, please visit www.mcarthurglengroup.com*