

MCARTHURGLEN™

DESIGNER OUTLETS

PRESS RELEASE

18 February 2009

McArthurGlen's new advertising campaign positions their UK centres to be more desirable in 2009

McArthurGlen, Europe's leading owner, developer and manager of designer outlet villages, launches a new UK advertising campaign on 23 February 2009.

The campaign focuses on McArthurGlen's year-round savings of up to 60% on designer and fashion brands. The strapline: 'Up to 60% off every day. 100% more desirable' explicitly targets the cost-conscious customer who does not want to compromise on quality branded goods. The campaign will run throughout the year, featuring seasonal updates and up-weighted support during key trading periods.

The advertising campaign follows impressive sales performance for the UK designer outlet centres. Total UK sales were up 12% and footfall 9% in January 2009.

The campaign will run across regional radio, press, outdoor and digital media. Key messaging, such as the brand mix covering fashion and homewares, will be adapted to ensure resonance with each of the seven designer outlet centres. These include: Cheshire Oaks Designer Outlet; Ashford Designer Outlet; Bridgend Designer Outlet; East Midlands Designer Outlet; Livingston Designer Outlet; Swindon Designer Outlet; and York Designer Outlet.

Shannon Luxford, McArthurGlen's Regional Marketing Manager for the UK, says: "We have a very clear proposition for customers. It communicates our 60% saving on designer and fashion brands, every day of the year, which differentiates us from the high street. Creatively, the advertising campaign sympathetically retains our core brand values of style and quality while delivering a clear price message. We are in no doubt that it will generate footfall into our seven UK designer outlets."

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NOTES TO EDITORS

McArthurGlen Group

Since introducing outlet retailing to Europe in 1995, McArthurGlen Group has become Europe's leading developer, owner and manager of designer outlet villages. Its current portfolio of 17 architecturally unique designer outlet villages across the UK and Continental Europe comprises more than 400,000 sq m of high-quality retail space, housing over 750 premium brands in more than 1,800 stores. Visited annually by nearly 70 million people, the portfolio generated nearly €2 billion in retail sales in 2008. The Group has a further 170,000 sq m of new designer outlet space due to open by the end of 2011, including five new schemes in Berlin, Salzburg, Naples, Athens and Hamburg.