



PRESS RELEASE

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McArthurGlen is finalist for The Luxuria Awards 2009

The prominent judging panel of The Luxuria Awards 2009 announced McArthurGlen, Europe's largest developer, owner and manager of designer outlet villages, as a finalist in the Best Single PR Campaign category for the opening of McArthurGlen's Veneto Designer Outlet in September 2008 at an awards ceremony on 24 June 2009.

The main objective of the opening PR campaign was to promote Veneto Designer Outlet near Venice as one of Italy's most high-profile designer outlet villages, offering great brands at discounts of up to 70%.

In addition, the campaign highlighted the innovative shopping experience offered by Veneto Designer Outlet to the nearly three million people living within 90 minutes of the centre, as well as international tourists visiting Venice and the Veneto Region, and the positive impact of the centre on the local community through job creation and businesses opportunities.

Direct results from the integrated PR campaign included more than 40,000 visitors to Veneto Designer Outlet in the first five days of opening, 24 to 28 September, with 27,000 unique visitors viewing the centre's consumer website online.

Key brands at Veneto Designer Outlet, which offers 11,000 sq m of retail space, include Armani, Burberry, Costume National, Fratelli Rossetti, Pal Zileri, Les Copains, Marni, Sergio Rossi and Valentino. Construction of the second phase of the scheme, which will offer an additional 8,000 sq m of retail space, is due to start shortly.

This is McArthurGlen's fourth designer outlet village in Italy. The other three centres are Serravalle Designer Outlet near Milan, which with 180 stores is Europe's biggest; Castel Romano Designer Outlet near Rome; and Barberino Designer Outlet near Florence. A fifth village, La Reggia Designer Outlet near Naples, is due to open late 2009.

Cesare Nonnis, Regional Marketing Manager Southern Europe, McArthurGlen Designer Outlets, says: "It is a great honour to receive this recognition from such a highly respected independent organisation. This accolade highlights the whole team's efforts in creating such a successful campaign. The results and positive endorsements from the media and visitors have helped us in our communication planning for the opening of the second phase of the centre next year."

Bill Bachle, Chairman from The Luxuria Awards 2009, commented: "The Luxuria Awards, run in association with Wall Street Journal Europe, honour excellence in luxury design, manufacture, retail and communications. The caliber of entries for Best Single PR Campaign was extremely high and it's a great honour to be short-listed."

The judging panel was made up of 21 leading figures from the world of luxury, and the shortlisted entries were chosen by private vote. Judges included the likes of fashion designer Maria Grachvogel and Matteo Alessi of Italian homeware brand Alessi, as well as marketing professionals from leading international companies and brands, including Richemont International.

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NOTES TO EDITORS

McArthurGlen Designer Outlets

McArthurGlen Designer Outlets is part of McArthurGlen Group, which is 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*