

MCARTHURGLEN™

DESIGNER OUTLETS

PRESS RELEASE

29 January 2010

McArthurGlen participates in the YCN Student Awards

McArthurGlen, Europe's leading developer, owner and manager of designer outlets, is participating in this year's YCN Student Awards for the first time.

The annual YCN (Youth Creatives Network) Student Awards are held with the aim of identifying and supporting young talent in the fields of advertising and design.

As a participant, McArthurGlen has produced a brief for entrants to develop a national communications campaign to highlight the benefits of outlet shopping for 16-24 year olds. The entries need to focus on the range of brands on offer at McArthurGlen's seven UK centres and the year-round discounts of up to 60 per cent.

Shaeren McKenzie, Marketing Director, McArthurGlen Group, says: "Our decision to support the YCN Students Awards reflects our commitment to developing young talent and is in line with advancing our insight into this key customer segment.

"The youth market accounts for an average of 13 per cent of shoppers at our seven centres across the UK, which in total welcome 30 million shoppers a year. Not only are 16 to 24 year olds the market of tomorrow, but also an important target market for us given their focus on fashion."

Nick Defty, Director, YCN Student Awards, says: "There is so much young creative talent around, and our organisation is about bridging that gap between education and industry, for the benefit of all. This is the ninth year that we have held such awards and they have gone from strength to strength."

In all, 20 companies are participating in this year's Awards, including names such as ActionAid's youth arm Bollocks to Poverty, Cartoon Network, Google, H Samuel, hmv, Ted Baker, The O2 and Visit Scotland. All 20 sponsors have developed their own briefs, to which entrants are invited to respond with a creative solution that meets the requirements stated.

YCN was set up in 2001 to establish an annual awards programme, and to stimulate, showcase and collaborate with the finest emerging creative talent.

The deadline for this year's entries is 26 March. Entrants winning a Commendation will have their work exhibited in London at an event attended by senior figures from the creative industries.

For more information, please go to <http://student.aisforwards.org/>

Media contact:

Rachel Taylor

Tel: + 44 (0) 1483 238 840

Email: rachel@kavanaghcommunications.com

NOTES TO EDITORS

McArthurGlen Group

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*