

MCARTHURGLEN

DESIGNER OUTLETS

PRESS RELEASE

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Sales sore at Castel Romano with arrival of STAN™ the dinosaur

McArthurGlen, Europe's leading developer, owner and manager of designer outlet villages, is famous for its big brand names, but its biggest new arrival at Castel Romano Designer Outlet is STAN™ - a 13-metre long dinosaur.

STAN™, a specially commissioned life-sized T-Rex, stunned the crowds gathered to welcome him on 4 July to Castel Romano, near Rome. Standing four metres at the hip, STAN™ is dynamically posed with open jaws, and is the largest dinosaur exhibit in Italy. His first task was to help launch this year's summer sale, with trading up 12 per cent in the first week of the sales period when compared with last year.

McArthurGlen commissioned Black Hills Institute (BHI) of Geological Research Inc. in North Dakota, one of the world's leading experts in dinosaur excavation to create the full-scale replica. The original STAN™ roamed the plains of North Dakota 65 million years ago.

Eric Decouvelaere, McArthurGlen's Managing Director for Southern Europe, welcomes STAN™'s arrival: "Everyone loves dinosaurs. People, and in particular children, have a fascination with them, and not least with the T-Rex. Our dinosaur will not only bring a carnival atmosphere to Castel Romano, but will help to drive footfall during the key summer months of July and August in what is the second-biggest of our four designer outlet villages in Italy. STAN™ is a great example of how McArthurGlen creates a shopping experience with a difference."

Castel Romano attracts over 3.5 million visitors each year and is celebrating STAN™'s arrival with a season of dinosaur-themed activities and merchandising, including dinosaur-themed dining experiences - with everything from 'T-Rex burgers' to 'Brontosaurus fillets' - and competitions to win a family trip to New York's American Museum of Natural History. Also, after discovering a world of amazing offers in Castel Romano's 110 stores, visitors are invited to travel back 65 million years and learn about the fascinating world of paleontology in a tented reconstruction of an archaeological site, named STAN™ PARK.

Mr Decouvelaere is confident that STAN™'s presence will continue to attract a large audience to Castel Romano: "We have developed a powerful programme of marketing activities that utilise the dinosaur theme to sustain strong footfall over the months and are confident that STAN™ will be an essential element of the whole Castel Romano experience for our visitors."

STAN™ is not the only animal at Castel Romano. Last year, McArthurGlen transported a life-sized bronze sculpture of a charging African bull elephant from London across the Alps to Castel Romano. The two leviathans now stand proudly in their respective piazzas at the front of this architecturally stunning outlet centre, with the design echoing the splendour of Imperial Rome.

Castel Romano (25,000 m² GLA), which opened in 2003, hosts more than 110 stores offering guaranteed discounts of up to 70 per cent on an extensive range of luxury, designer and high-street fashion, as well as sporting goods and homewares. The brand portfolio on offer includes Belstaff, Burberry, Diesel, Dolce & Gabbana, Roberto Cavalli and Valentino, as well as recent new arrival Alberta Ferretti.

McArthurGlen's three other designer outlet villages in Italy are: Serravalle Designer Outlet near Milan, which is Europe's biggest, with 180 brands; Barberino Designer Outlet near Florence; and Veneto Designer Outlet near Venice, which opened last September. Later this year, a fifth Italian centre is scheduled to open near Naples, La Reggia Designer Outlet.

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Media contact:

Rachel Taylor

Tel: + 44 (0) 1483 238 852

General: + 44 (0) 1483 238 840

Email: rachel@kavanaghcommunications.com

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