

PRESS RELEASE

15 November 2008

Cheshire Oaks Designer Outlet is home to the UK's largest Christmas tree

Cheshire Oaks Designer Outlet, part of McArthurGlen Group, Europe's leading developer, owner and manager of designer outlets, has become home to the UK's largest Christmas tree .

The lights on the Christmas tree were switched on by X Factor winner Shayne Ward on 14 November, with several other X Factor stars also present, including this year's big star Laura White. The tree is 94 feet /29 metres tall and decorated with over 100,000 lights and 80,000 baubles.

The Christmas tree is already on track to be a unique attraction and footfall driver for Cheshire Oaks Designer Outlet, which features 126 stores with 337,000 sq ft/31,300 sq m of gross leaseable area and attracts seven million visitors each year.

Cheshire Oaks is the UK's largest designer outlet, and opened in 1995 as the first of McArthurGlen's seven UK designer outlet centres. The centres offer a combination of leading brands, an attractive shopping environment and discounts of 30-70%.

Colin Wilding, McArthurGlen's General Manager of Cheshire Oaks Designer Outlet, says: "The tree is a huge, dazzling structure that is guaranteed to get shoppers in the Christmas mood and, with Shayne and Laura there to entertain the crowds, it'll be a great way to kick off the count-down to Christmas."

McArthurGlen's seven Designer Outlets in the UK feature a range of Christmas events and promotions this year. Highlights include: 'Win a Year's Mortgage' prize draw for customers who spend over £150 in one day at East Midlands, Ashford or Bridgend Designer Outlets;

a 'Live in Style' prize draw is offered to customers who spend £250 in one day at Swindon Designer Outlet; and, at York Designer Outlet, a 'Luxury Treat Hamper' prize draw is offered for customers who spend over £200 in one day. This is in addition to traditional Christmas activities including Christmas grottos, live reindeers, brass band recitals and carol singing by local choirs.

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