



PRESS RELEASE

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Superdry chooses McArthurGlen for two outlet stores

Superdry, one of the UK's fastest-expanding young fashion brands, is to open two outlet stores in the UK with McArthurGlen, Europe's leading developer, owner and manager of designer outlet villages.

The stores will open at Swindon Designer Outlet this December and at Cheshire Oaks Designer Outlet, near Chester, in early 2010.

At Cheshire Oaks Designer Outlet, the UK's largest designer outlet centre, Superdry will open a 2,379 sq ft store in the centre's lifestyle section, which also includes brands such as G-Star, Original Penguin, Diesel, North Face and Ted Baker.

Swindon Designer Outlet is fast establishing itself as a key designer outlet for the south and southwest of England, serving such catchments towns as Reading, Bristol, Newbury and Bath. Brands at the centre include Billabong, Calvin Klein, Hugo Boss, Polo Ralph Lauren and Timberland. At Swindon, Superdry will open a 3,130 sq ft store.

Henrik Madsen, Managing Director for the UK and Northern Europe at McArthurGlen, comments: "Awareness is really growing among brands as to how outlet retailing can help their business and turn excess stock in to cash. We are seeing growing interest from exciting, directional brands such as Superdry, who want to expand their outlet operations."

Julian Dunkerton, founding partner and CEO of Supergroup, agrees: "Superdry is one of the most successful brands in the UK and is on a global roll-out, which makes

it even more important that we choose the right partners. McArthurGlen's track record as the leading operator and manager of designer outlet villages in Europe is attractive to our business. The quality of the shopping experience at McArthurGlen, right through to their customer profile, makes this an ideal partnership for us."

Jones Lang LaSalle acted on behalf of Superdry for both deals.

Alongside Cheshire Oaks and Swindon Designer Outlets, McArthurGlen's UK designer outlets, which all offer all-year-round discounts of up to 60 per cent, also include: Ashford Designer Outlet (Kent), Bridgend Designer Outlet (Cardiff); East Midlands Designer Outlet (Nottingham); Livingston Designer Outlet (Edinburgh); and York Designer Outlet.

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