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FOR IMMEDIATE RELEASE

**FASHION STYLIST HEADLINES *CHAMPAGNE, SHOPPING AND SWEETS*
DISCOUNT SHOPPING EVENT AT PRIME OUTLETS – ORLANDO,
TUESDAY, MAY 18**

*Outlet Center Hosts International POW WOW Delegates at
Evening Shopping Event*

ORLANDO – May 17, 2010 – Prime Outlets, a portfolio of 22 outlet centers located throughout the U.S. and Puerto Rico, announces today it will welcome more than 2,500 International POW WOW attendees as it hosts *Champagne, Shopping and Sweets*, a private shopping event at Prime Outlets – Orlando, Tuesday, May 18 beginning at 6:45 p.m.

The shopping celebration at the largest outlet shopping center in the southern U.S., and second largest in the nation, will feature one-night-only merchant discounts, entertainment, refreshments, models showcasing the latest designer travel fashions, as well as the opportunity to meet noted fashion expert Lilliana Vazquez, prominent stylist known for hosting “Style Check,” “AMC Date Night,” and “That’s So New York.” Event guests will also have the chance to win a \$500 Saks Fifth Avenue OFF 5TH Shopping Spree with the stylist, or a deluxe Samsonite luggage set.

“We are excited to welcome the international tourism community and introduce them to Prime Outlets – Orlando,” said Prime Outlets Senior Vice President of Marketing Karen E. Fluharty. “Our exclusive evening event will be a must-attend at this year’s conference where guests can indulge themselves with a evening of designer outlet shopping from our collection of more than 175 designer and brand-name merchants.”

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Prime Outlets – Orlando representatives will present a complimentary “swag bag” to their first 500 guests. Additionally, great prizes including a \$500 Saks Fifth Avenue OFF 5TH Shopping Spree with Vazquez, Samsonite luggage and more will be awarded.

Prime Outlets – Orlando is located at 4951 International Drive in the heart of Orlando’s most loved attractions. A shuttle service from the Orange County Convention Center to Prime Outlets – Orlando will be available for International POW WOW delegates at the convention center’s bus pick up area beginning at 6:30 p.m.

For more information about *Champagne, Shopping and Sweets*, or to schedule an appointment with a Prime Outlets representative, please visit the Prime Outlets International POW WOW booth #1200. Follow us on Twitter @POTourism.

Prime Outlets – Orlando is open Monday - Saturday, 10 a.m. to 11 p.m., and Sunday, 10 a.m. to 9 p.m. For more information including a complete store directory, driving directions and information about special sales and promotions, please visit www.primeoutlets.com/orlando.

About Prime Outlets – Orlando

Prime Outlets – Orlando is located at I-4, exit 75-A in Orlando, Florida. The outlet center offers everyday savings up to 65 percent off full retail prices and features an exciting collection of brand name retailers including Neiman Marcus Last Call, Nike Factory Store, Coach Factory, Tumi, Sean John and Polo Ralph Lauren Factory Store. Prime Outlets – Orlando is open Monday - Saturday, 10 a.m. to 11 p.m., and Sunday, 10 a.m. to 9 p.m. For more information, please visit www.primeoutlets.com.

About Prime Outlets

Headquartered in Baltimore, Md., Prime Outlets owns and operates 22 outlet shopping centers in the U.S. and Puerto Rico. Spanning more than 8.2 million square feet throughout major United States markets and Puerto Rico, Prime Outlets is home to more than 400 leading designer and name-brands such as Gucci, Giorgio Armani, Burberry, kate spade, Michael Kors, St. John, Juicy Couture, Stuart Weitzman, Saks Fifth Avenue OFF 5TH and Neiman Marcus Last Call. The company’s retail outlets serve major markets including Orlando, Pittsburgh, Washington, D.C., Austin/San Antonio, Texas and Williamsburg, Va., among many more. The company currently has two new ground-up projects in development: Prime Outlets – Grand Prairie, serving the Dallas/Fort Worth metro area, and Prime Outlets – Livermore Valley, serving the San Francisco Bay region. For more information, please visit www.primeoutlets.com. On December 8, 2009, the company entered into a definitive agreement with Simon Property Group to acquire its portfolio of outlet center properties.

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