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**FOR IMMEDIATE RELEASE**

**PRIME TIME HOLLYWOOD SWEEPSTAKES  
KICKS-OFF AWARDS SEASON**

*Prime Outlets Partners with VH1 on the 15<sup>th</sup> Annual  
“Critics’ Choice Movie Awards” to Offer the Trip of a Lifetime*

**BALTIMORE, January 19, 2010** – Prime Outlets, a collection of 22 outlet shopping centers throughout the U.S. and Puerto Rico, in partnership with VH1, a division of MTV Networks, announced today Nicole Bynon, an East Syracuse, NY resident, is the winner of the *Prime Time Hollywood Sweepstakes*.

The *Prime Time Hollywood Sweepstakes* prize package, worth \$6,200, includes round-trip airfare and accommodations for two; a pair of tickets to the live VH1 broadcast of the 15<sup>th</sup> Annual Critics’ Choice Movie Awards and red carpet event; first class transportation; hair and make-up services the evening of the event; a \$500 Prime Outlets gift card and a FLIP camcorder. Celebrity Stylist Mark-Alan Harmon, who has worked with some of Hollywood’s hottest celebrities for more than a decade, will escort the winner and her guest dressed in designer fashions from Prime Outlets the evening of the event.

“The Prime Time Hollywood Sweepstakes brings our national advertising campaign, The World is Your Runway, to life as it was designed to remind fashionistas that every moment of every day we are walking our own personal runway,” said Karen E. Fluharty, Prime Outlets’ Senior Vice President of Marketing. “Partnering with VH1 for the sweepstakes allows us to reward our loyal shoppers, giving them a chance to walk the real red carpet with Hollywood’s elite. It truly is the fashion opportunity of a lifetime.”

Prime Outlets and VH1’s *Prime Time Hollywood Sweepstakes* ran from Dec. 14 to Dec. 31. The 15th Annual Critics' Choice Movie Awards gala will air live for the third straight year on VH1 on January 15, 2010 at 9:00 p.m. ET. The awards are bestowed annually by the Broadcast Film Critics Association (BFCA) to honor the finest in cinematic achievement. Since its inception in 1995, the Critics' Choice Movie Awards has been a star-studded bellwether event of the awards season and historically, the most accurate predictor of the Academy Award nominations.

**About VH1**

VH1 connects viewers to the music, artists and pop culture that matter to them most with TV series, specials, live events, exclusive online content and public affairs initiatives. VH1 is available in 95 million households in the U.S. VH1 also has an array of digital channels and services including VH1Classic, VH1 Soul, VH1 Mobile, VH1Games and extensive video on VH1.com. Connect with VH1 at VH1.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. On December 8, 2009, the company entered into a definitive agreement with Simon Property Group to acquire its portfolio of outlet center properties. The transaction is expected to close late in the first quarter of 2010. For more information, please visit [www.primeoutlets.com](http://www.primeoutlets.com).

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