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FOR IMMEDIATE RELEASE

SUMMER SWIM SAVINGS 101

Prime Outlets Presents the Frugal Fashionista's 2009 Ultimate Guide to Swimwear Savings

BALTIMORE, June 2, 2009 – It's that time of the year again, ladies, time for some fun in the sun which means bathing suit season is upon us! With so many designers and styles to choose from, Prime Outlets knows finding the right suit, that's also affordable, can be a bit of a chore. Lucky for you, the frugal fashionista shopping haven and Celebrity Stylist Mark-Alan Harmon have come out with the ultimate guide to summer suits to fit every size, shape and personality without breaking the bank!

According to Harmon, style sensei to Hollywood elite for more than a decade and a regular contributor to Style Network, E! and CNN Showbiz Tonight, women shouldn't fear bathing suit season, designers have made swimwear perfectly suited for every body type.

"Just like clothing, there are bathing suits to fit every shape and size," said Harmon. "The outlets are a great place to experiment with different styles, colors and fits to determine which suits are best for you while still minding your wallet."

At everyday savings of up to 65 percent off full retail prices, Prime Outlets' shoppers have complete access to style icons including Michael Kors, kate spade, COACH, Giorgio Armani, Gucci, Juicy Couture, Saks Fifth Avenue OFF 5TH, Neiman Marcus Last Call, Barneys New York and BCBG MAXAZRIA.

"Our shoppers know swimwear can be pricey and so they come to the outlets to find their favorite designers and name-brands at a fraction of the cost," said Senior Vice President of Marketing Karen E. Fluharty of Prime Retail. "In today's economy, Prime Outlets is simply the smart choice."

To find swimwear perfectly "suit-ed" for you, Harmon and Prime Outlets suggest the following *Summer Suits 101*:

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1. **Straight Figure** – If you're thin or athletic and looking to define a more feminine physique, look for suits with detailing such as flirty ruffles, rings and padding to make your body appear more curvaceous. Avoid solid-colored one-pieces and choose suits with bold patterns and textures.
2. **Large Bust** – Women with a large bust should look for suits with maximum support such as underwire, boning, durable linings and adjustable straps. Avoid tops with adornments and bold prints and skimpy bikinis as they rarely provide enough support. If you wish to wear a two-piece, look for suits with a halter top that has a thick band under the chest.
3. **Tummy** – Women with a tummy should look for suits with ruching around the midsection, control panels and tankini styles that are long enough to cover the stomach. Harmon suggests avoiding tight-fitting tankinis and bathing suits with low rise bottoms and recommends looking for high-waisted suits with a high content of Lycra for additional support.
4. **Pear-shaped** – The key to finding the right swimsuit when you have full hips and thighs is to find a suit that draws attention upwards with a top in a bold color or print, a V-neck or a one that's embellished. Be sure to avoid boyshorts and bottoms that are adorned as they may draw attention to problem areas. A skirted A-line bottom will help to hide hips and thighs and is definitely in style this season.
5. **Small Bust** – Small busted women should opt for bathing suits in bright colors with lower necklines and padding to give the illusion of a larger chest. String bikinis also tend to work the best for this body type.

For more information about Prime Outlets locations throughout the United States and Puerto Rico, including complete directories of designer and name-brand stores, please visit www.primeoutlets.com.

About Prime Retail

Headquartered in Baltimore, Md., Prime Retail owns and operates 21 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 Retail is home to more than 450 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. In addition Prime Retail currently has nearly one million square feet in its development pipeline in markets including the Dallas/Fort Worth metro area and San Francisco Bay region. For more information, please visit www.primeretail.com.