



FOR IMMEDIATE RELEASE

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**GUCCI OUTLET STORE TO OPEN AT
PRIME OUTLETS – QUEENSTOWN**

Iconic Designer to Celebrate Grand Opening Independence Day

QUEENSTOWN, MD – June 23, 2009 – Prime Retail, a Baltimore-based developer of outlet centers across the U.S. and Puerto Rico, announced today legendary designer Gucci will open its only outlet store in the greater Baltimore/Washington D.C. area at Prime Outlets – Queenstown, the upscale 298,000 square foot shopping center serving the Annapolis, Baltimore and Washington D.C. metro markets. The iconic label will celebrate the grand opening of its 6,000 square foot location, Saturday, July 4.

“We offer shoppers a comprehensive collection of globally-recognized designer and leading brand-names at Prime Outlets – Queenstown and are thrilled Gucci has chosen Prime Outlets – Queenstown as the home for its newest outlet store,” said Marketing Manager Jackie May. “Gucci Outlet will certainly be a draw for our local shoppers along with those from nearby Baltimore and Washington, D.C., as well as tourists visiting our region.”

The Gucci Outlet store at Prime Outlets – Queenstown will offer shoppers 30 to 50 percent off merchandise including clothing, footwear, handbags and accessories. It joins a comprehensive collection of stellar designer and brand-names such as Coach, Michael Kors, St. John, BCBG MAXAZRIA, Juicy Couture, Polo Ralph Lauren, Banana Republic and J.Crew at the regional shopping destination.

About Gucci

Founded in Florence in 1921, Gucci is one of the world's leading luxury brands. Gucci designs, manufactures and distributes high-quality and highly desirable products such as leather goods (handbags, small leather goods, and luggage), shoes, ready-to-wear, silks, timepieces and fine jewelry. Eyewear and fragrances are manufactured and distributed under

license by global industry leaders in these two sectors. Gucci's core values are uncompromised craftsmanship, outstanding quality and absolute made in Italy (with the only exception of watches, which are produced in Switzerland). According to a perfect balance between creativity and results, Gucci posted another record year in 2006, with revenues amounting to 2,101 million Euro (+16.8%, on top of a 18.4% growth in 2005) and a recurring operating income of 612 million Euro (+26.0%, for an incidence on revenues of 29.1%). Gucci products are sold exclusively through a highly selected network of directly-operated stores (which totaled 227 at June 2007), which represents more than 70% of Gucci total revenues. Other significant channels are franchisees; duty-free boutiques and large and small specialty stores mainly in Europe and North America. Ecommerce is also a complementary valuable channel. The Gucci selling experience in all these channels is exclusive, luxurious and highly desirable. Gucci is part of Gucci Group N.V., owned by PPR, a global player in Retail and SetLuxury Goods. Shares in PPR are traded on the Euronext Paris (#121485, PRTP.PA, PPFPA).

About Prime Outlets – Queenstown

Prime Outlets-Queenstown is located 10 miles east of the Chesapeake Bay Bridge where Route 50 and Route 301 split in Queenstown, Maryland. The shopping destination offers up to 65 percent of regular retail prices and features a collection of more than 60 designer and brand name stores including Gucci, Michael Kors, St. John, Coach, Juicy Couture and BCBG MAXAZRIA, among many more. Shopping hours are 10a.m. to 9p.m. Monday through Saturday and 10a.m. to 8p.m. Sunday.

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.