

P R 1 M E
O U T L E T S

QUEENSTOWN

FOR IMMEDIATE RELEASE

Contact:

Jackie May
Prime Outlets – Queenstown
Ph: (410) 827-8654
jmay@primeretail.com

Sue Helondovitch
Oxford Communications
Ph: (609) 397-4242, ext.. 176
shelondovitch@oxfordcommunications.com

**PRIME OUTLETS – QUEENSTOWN CONTINUES TO
ATTRACT LEADING DESIGNERS**

Escada Now Open

QUEENSTOWN, MD – August 10, 2009 – Following the recent grand opening of the only Gucci outlet store located in the greater Baltimore/Washington D.C. area at Prime Outlets -- Queenstown, Prime Retail, a leading developer of outlet centers across the U.S. and Puerto Rico, announced today Escada, renowned globally for its impeccable designer women’s fashion and accessory collections, opened a 3,200 square foot store at the outlet center on August 13, 2009.

Escada will offer shoppers 30 to 50 percent off merchandise including women’s ready-to-wear, accessories and evening collections. The new store joins a comprehensive collection of more than 60 designer and brand-names including Gucci, Coach, Michael Kors, St. John, BCBG MAXAZRIA, Juicy Couture, Polo Ralph Lauren, Banana Republic and J.Crew Factory, among many more.

“Despite economic conditions, shoppers are always looking for value and they want to buy from the name-brands they know and love,” said Prime Outlets – Queenstown Marketing Manager Jackie May. “To that end we are delighted to welcome another leading designer brand to our comprehensive merchant mix where shoppers save up to 65 percent off regular retail prices every day.”

-more-

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.

###