

P R 1 M E
R E T A I L

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FOR IMMEDIATE RELEASE

COLLEGIATE CHIC LOOKS FOR LESS!

Prime Outlets Presents the Frugal Fashionista's Ultimate Guide to Back-to-College Savings

BALTIMORE, July 22, 2009 – With the first day of class just around the corner, Prime Outlets and Celebrity Stylist Mark-Alan Harmon have teamed up to present the ultimate guide to back-to-college fashion sure to send every frugal fashionista to the head of her class this season.

“Many college students are eager to express themselves through fashion with the latest trends but don’t have the budgets to buy the exact outfits they see in magazines,” said Harmon, style sensei to Hollywood elite for more than a decade. “College coeds can satisfy their fashion desires and adhere to their budgets by choosing similar pieces and shopping at the outlets.”

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.

“Students are shopping on a budget and trying to get the most out of their money,” said Prime Retail’s Senior Vice President of Marketing Karen E. Fluharty. “Today, they know it simply doesn’t make sense to shop full price when they can shop the outlets and get the authentic brands they love at a fraction of the cost.”

For a trendy, posh wardrobe this season Harmon and Prime Outlets suggest the following *Collegiate Chic Looks for Less*:

- **Chic College Coed:** Every day you leave your dorm or apartment you are presenting your fashion sense to the world. For class, choose dark jeans, a flirty top and a fitted, adorned jacket or blazer for a pulled together look. Of course, with a look like this, other students may pay more attention to you than they do to the professor!

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- **Hit the Gym!:** Having the right workout gear this fall is just as important as staying in shape. For the ultimate workout experience, choose comfortable shoes and high tech fabrics that breathe. Don't forget to pack a light sweatshirt or jacket to wear on cool, autumn days and a small gym bag to store your workout gear.
- **A Night Out:** Every frugal fashionista knows a stylish, sharp outfit doesn't have to cost a fortune. For a night on the town, pair skinny, cropped jeans with a stunning tank and fabulous heels. Accessorize with a fringed leather bag and gold hoops for a look sure to turn a few heads.
- **Dress for Success:** Climb the corporate ladder by dressing for success when interviewing for internships and career opportunities. A stylish, strapless dress paired with a fitted blazer and close-toed pumps is the perfect combination. Accessorize with trendy, sophisticated jewelry and a tote to polish off your upwardly-mobile look.
- **Lounge in Luxe:** Back at the dorms, opt for comfy but stylish pajamas. Look for sleepwear in bright colors, bold prints and soft fabrics for a fit that's sure to keep you cozy and relaxed. Remember, you want to be wearing something chic enough to be seen in during a late night fire drill!

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.

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