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LEASING ROUND-UP

PRIME OUTLETS SIGNS 40 NEW LEASES

Outlet Center Developer Welcomes Cole Haan, Esprit and Juicy Couture, Among Many More

BALTIMORE – March 16, 2010 – Leading outlet center developer Prime Outlets announced today the company has leased more than 124,000 square feet since December 1, 2009, which includes 40 newly signed leases. Leasing highlights include:

- Cole Haan: 3,500 square foot location at Prime Outlets – Grand Prairie
- Esprit: 4,510 square foot, 5,500 square foot, and 6,000 square foot locations at Prime Outlets – Ellenton, Prime Outlets – Grand Prairie and Prime Outlets – Livermore Valley, respectively
- Juicy Couture: 3,500 square foot, 3,221 square foot, 3,000 square foot and 2,691 square foot locations at Prime Outlets – Puerto Rico, Prime Outlets – Gaffney, Prime Outlets – Jeffersonville and Prime Outlets – Pleasant Prairie, respectively
- Under Armour: 6,000 square foot, 5,330 square foot and 6,300 square foot locations at Prime Outlets – Livermore Valley, Prime Outlets – Gulfport and Prime Outlets – Queenstown, respectively
- Bare Escentuals: 2,700 square foot location at Prime Outlets – Williamsburg

“We are pleased our leasing efforts continue to remain strong and consistent,” said Prime Retail Chief Operating Officer Nicholas King. “We look forward to our newest tenants becoming part of the Prime Outlets merchant family as they celebrate grand openings across our portfolio of outlet centers.”

Additional merchants signing new leases with Prime Outlets include Champion, Crocs, Guess, Gymboree, Lacoste, Levi’s, New Balance, Skechers, and Yankee Candle, among others.

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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. For more information, please visit www.primeoutlets.com. On December 8, 2009, the company entered into a definitive agreement with Simon Property Group to acquire its portfolio of outlet center properties.

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