

# TANGER FACTORY OUTLET CENTERS, INC.

## NEWS RELEASE

For Release: **Immediate Release**

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### **TANGER CELEBRATES THE HOLIDAYS BY MAKING A DONATION TO HELP FIGHT BREAST CANCER LOCALLY**

West Branch, MI January 29, 2010.... In the spirit of the holidays and the season of giving, the Tanger Outlet Center in West Branch awarded a check in the amount of \$18,642.69 to the Tolfree Foundation's "Cowgirls Wear Pink" Digital Mammography Campaign through the Stanley K. Tanger Breast Cancer Fund, named in honor of Stanley K. Tanger, the company's founder.

The donation is part of Tanger's Annual Breast Cancer Awareness campaign. With the campaign's mission to help find a cure for the disease and to help fund programs that improve the quality of life for breast cancer patients, the "Cowgirls Wear Pink" campaign to obtain a digital mammography system fits the bill and will offer the best diagnostic equipment possible to patients as a vital step to good preventative health. Digital mammography is significantly better in screening women in the following categories: Women under the age of 50; women with dense breasts; and women who are pre or peri-menopausal. "To meet the healthcare needs of women in our service area, it is very important that digital mammography services be added to West Branch Regional Medical Center. Digital mammography is state-of-the-art technology for breast cancer detection" stated Tolfree Foundation Director, Mary Koliba.

To learn more about the Tolfree Foundation and the Cowgirls Wear Pink campaign visit [www.tolfreefoundation.org](http://www.tolfreefoundation.org) or call 989.343.3690.

Tanger's 2009 campaign to battle breast cancer ran through October 20<sup>th</sup> with funds being raised through the sale of the Tanger Pink Card. For a \$1 donation to fight breast cancer, Tanger customers received a special pink discount card that gave them 25% bonus savings at participating partnering Tanger stores. The Pink Card program is now in its 4th successful year at Tanger Outlet Centers coast to coast.

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## **Tanger Helps Fight Breast Cancer**

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“The support that we received from our retailers and our shoppers this fall was incredible,” remarked Vicki Seltz Barnes, CMD, General Manager of the Tanger Outlet Center in West Branch. “By working together we can continue to help save lives and make a real difference in our community.”

Nationally, Tanger Outlet Centers have now raised and donated \$7.5 million dollars to the cause since 1994. Funds raised by Tanger are donated to more than 20 different breast cancer organizations through the Stanley K. Tanger Breast Cancer Fund.

With its primary mission to help save lives, Tanger’s Annual Breast Cancer Awareness campaign helps raise the money necessary to support ongoing breast cancer research. Tanger’s campaign also helps fund many important programs and facilities designed to improve the quality of life for breast cancer patients and creates awareness among Tanger shoppers for the importance of early detection.

Tanger Factory Outlet Centers, Inc., (NYSE:SKT) a publicly traded REIT, presently has ownership interests in or management responsibilities for 33 shopping centers in 22 states coast-to-coast, totaling approximately 10.2 million square feet, leased to over 2,200 stores that are operated by over 400 different store brands. In West Branch, the Tanger Outlet Center features more than 24 brand name and designer outlet stores. The center is located off I-75 at Exit 212 in West Branch. For more information on Tanger Outlet Centers, visit [www.tangeroutlet.com](http://www.tangeroutlet.com) or call 800-4-TANGER.

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