

expose yourself



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**EXPOSE YOURSELF TO MORE SAVINGS....CANADIAN DOLLAR BUYS MORE AT
FASHION OUTLETS OF NIAGARA FALLS (Formally Prime Outlets)**
The dollar is at a 10-year low...giving Canadians more buying power in the U.S.

(Niagara Falls, New York) – Canadians can build a wardrobe for less by driving south to the Fashion Outlets of Niagara Falls (formerly Prime Outlets). Featuring over 150 stores including Polo/Ralph Lauren, Burberry, Anne Klein, Off 5th Saks Fifth Avenue, Tommy Hilfiger, Jones New York, and Coach, the Fashion Outlets is conveniently located across the United States border off of Interstate 190. It takes just 90 minutes to drive from Toronto, and currently no passports are required for U.S. and Canadian citizens (all other countries need valid passports).

Fashion Outlets of Niagara Falls offers name brand clothing for less, and with the favorable exchange rate(1) the Canadian purchasing power is extended. At the Coach Factory Store a Soho Bag is typically priced at \$328 and is now priced at \$299. Purchasing the same bag at a full-priced retail store in Canada would cost \$367.49. The popular knit polo shirts at Polo/Ralph Lauren are typically priced at \$65, but at the Outlets it sells for as low as \$39.99. The regular price in a Canadian store would cost \$72.83. By shopping the Fashion Outlets of Niagara Falls, a saving of over \$100 on two these two items is realized.

For even more savings, the Off 5th Saks Fifth Avenue Outlet carries an Escada Cardigan that retails for \$1,120, but is currently priced at \$447.90. Burberry carries a Belted Jacket that typically retails for \$699 and is currently priced at the outlet for \$549. The exchange rate savings on these two items is over \$200.

The Calvin Klein outlet store has jeans that retail for \$49 and are currently on sale for \$39.99. Not only is there a savings of \$10 off of the regular retail price, you save another \$5 with the exchange rate. At the Guess? Factory Store, jeans that typically retail for \$60 are priced at \$44.99, and another saving of \$5 with the exchange rate. Fashion Outlets of Niagara Falls invites you to expose yourself to more savings on designer fashions(2).

The Fashion Outlets of Niagara Falls is located 90 minutes south of Toronto, just off of Interstate 190 at Exit 22. Shopping Hours: Monday to Saturday: 10am to 9pm; Sundays: 11am to 6pm. For a complete store listing and driving directions visit www.fashionoutletsniaagara.com. You may also phone toll free 1-800-414-0475.

(1) Exchange rates quoted are provided by www.bankofcanada.ca currency converter as of 8/8/06.

(2) Prices and products quoted are subject to in-store availability.

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