



FOR IMMEDIATE RELEASE

July 24, 2007

Contact: *Nancy Marcellus* – 702-874-1400 ext.7022

email: nmarcellus@folv.com

or *ChrisAnn Richards* – 714-969-4975

email: chrisann@richards-stark.com

**FASHION OUTLETS OF LAS VEGAS LAUNCHES
PRIVILEGES CLUB FOR NEVADA RESIDENTS**

*Free Membership Provides Privileges to Nevada Residents –
Membership Open to Other State Residents with a \$10 Fee*

Las Vegas, Nevada (July 24, 2007) – The Fashion Outlets of Las Vegas, located 35 miles south of Las Vegas on Interstate 15 in Primm, has launched a frequent shopper program for Nevada residents called *The Privileges Club*. Nevada residents can join the Club free of charge and will receive special perks and privileges at the more than 100 specialty and designer outlets.

As a Privileges Club member, shoppers will receive one point for each dollar spent at any of the Fashion Outlets retailers. Points are accumulated and shoppers automatically received rewards. Upon joining the Club, shoppers will receive a Privileges Club Card that automatically rewards an initial \$10 shopping certificate and 100 points. Other privileges that shoppers will upon joining the Club includes a Fashion Outlets tote bag, free use of the Shopper Shuttle from Las Vegas to Fashion Outlets, a Savings Book worth up to \$800 in extra savings, priority notification of sales, promotions and events, and they are automatically entered to win a Privileges Shopping Spree. The Privileges Shopping Spree will be awarded annually and includes a \$1,000 in Fashion Outlets Gift Certificates, a round-trip limousine ride to Fashion Outlets from any Nevada residence, a one night stay at Primm Valley Resorts and dinner for two at GP's Steakhouse.

"As a local Nevada resident, I wanted to create a program that would make local shoppers feel special when they shop Fashion Outlets," said marketing director Nancy Marcellus. "Privilege points are earned with purchases and point certificates are awarded for every 250 points earned."

Marcellus further explained that the point certificates are redeemable for a variety of free Privileges such as massages, room night at Primm Valley Resorts, lunch, Fashion Outlets canvas shoulder bag, attraction rides at

Primm Valley Resort, lessons in diamond quality, lessons in fashion quality care, lessons in layering scents and perfumes, and a Terrible's Gas Card.

It is also easy to join. "If they phone me, I will complete the membership application over the phone for them or they can sign up on line at our web site, at customer service in the center, or we can mail them a membership application," said Marcellus. "If a shopper is a non-resident of Nevada, they can join and earn privileges for a \$10 membership fee." Fashion Outlets web site is www.folv.com and the toll free phone number for customer service is 1-888-424-6898.

Fashion Outlets of Las Vegas has been picked as "The Best Place to Shop" in Southern Nevada/Las Vegas for the last two years. Fashion Outlets features over 100 designer outlets including Burberry, Banana Republic, Cole Haan, Versace, Polo/Ralph Lauren, Anne Klein, Coach, St. John Knits, Tommy Hilfiger, Neiman Marcus Last Call, Nike, Hugo Boss, J.Crew and Miss Sixty.



Fashion Outlets operates its daily Shopper Shuttle (free to Privilege Card holders) from the Las Vegas Strip with nine daily departures per day from the MGM Grand Hotel and Casino and Miracle Mile Shops at Planet Hollywood and the Prestige Ticketing Desk at Fashion Show, making it easy to access for the Las Vegas tourists. The Fashion Outlets of Las Vegas is located just off of Interstate 15 at Exit 1 in Primm, Nevada at 32100 Las Vegas Boulevard South. Shopping hours are daily from 10am to 8pm. For a complete store listing and driving directions visit www.folv.com. Phone toll free in the US 1-888-424-6898 for customer service and shuttle reservations.

Fashion Outlets of Las Vegas is owned and operated by Miami, Florida based Talisman Companies, LLC. Talisman Companies, LLC is a leader in the redevelopment and remarketing of shopping centers. The company owns and operates other such notable developments as, Fashion Outlets of Niagara Falls, New York; and Miracle Marketplace in Miami, Florida and other projects across the United States. Visit www.talismancompaniesllc.com.

Fashion Outlets of Las Vegas
32100 Las Vegas Blvd. South Primm, NV 89019