



FOR IMMEDIATE RELEASE

July 18, 2007

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FASHION OUTLETS OF NIAGARA FALLS OFFERS CROSS-BORDER SHOPPING SHUTTLE

Niagara Falls, New York (July 18, 2007) – Fashion Outlets of Niagara Falls announces a new cross-border shopping shuttle departing from the Canadian side of Niagara Falls. The new shuttle service transports shoppers daily in a 32-passenger, air conditioned, luxury vehicle from the Renaissance Fallsview Hotel, Fallsview Casino, Radisson Hotel & Suites, Sheraton Fallsview Hotel & Conference Center, Embassy Suites, The Oakes Hotel, Holiday Inn, Clarion President Hotel, Brock Plaza Hotel, and the Sheraton on the Falls to Fashion Outlets. The cost is only \$15 per person round trip and includes a savings book worth up to \$800 in coupons. All passengers must have a valid passport or photo identification for the international border crossing.

“This new service is specifically geared to the influx of international shoppers due to the strengthening currencies in Canada, the UK and Asia,” said Fashion Outlets tourism director Dianne Giliforte. “We offer over 150 designer name brands at discounted prices which is a huge draw for tourists visiting the Falls. With the great exchange rate combined with our close proximity to the Canadian border, it just made sense to provide easy transportation.”

A complete departure and return schedule is below. Over the Falls Tours of Niagara Falls, New York is the



exclusive transportation partner.

Fashion Outlets of Niagara Falls features over 150 stores including Polo/Ralph Lauren, Burberry, Anne Klein, Off 5th Saks Fifth Avenue, Tommy Hilfiger, Jones New York, and Coach. Fashion Outlets is conveniently located across the United States border off of Interstate 190 at Exit 22. Shopping Hours: Monday to Saturday: 10am to 9pm; Sundays: 11am to 6pm.

Shuttle Schedule:

Hotel	Departure	Return
Renaissance Fallsview Hotel	9:00am & 12:15pm	2:00 & 5:30pm
Fallsview Casino	9:00am & 12:15pm	2:00 & 5:30pm
Radisson Hotel & Suites	9:10am & 12:25pm	2:00 & 5:30pm
Sheraton Fallsview Hotel & Conference	9:10am & 12:25pm	2:00 & 5:30pm
Embassy Suites	9:20am & 12:35pm	2:00 & 5:30pm
The Oakes Hotel	9:20am & 12:35pm	2:00 & 5:30pm
Holiday Inn	9:30am & 12:45pm	2:00 & 5:30pm
Clarion President Hotel	10:50am	4:00pm
Brock Plaza Hotel	11:05am	4:00pm
Sheraton on the Falls	11:05am	4:00pm

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