



Media Alert...Media Alert...Photo Opportunity

Attention: Assignment Editors, Photo Editors

FOR IMMEDIATE RELEASE:

October 9, 2006

RENAMING OF OUTLET CENTER IS OFFICIAL...
FASHION OUTLETS OF NIAGARA FALLS (Formerly Prime Outlets)
ERECTS NEW MONUMENT SIGNS AND STARTS MULTI-MILLION DOLLAR RENOVATION

WHEN: Tuesday to Thursday, October 10 -12, 2006

TIME: 9 AM TO 5PM

WHERE: Fashion Outlets of Niagara Falls - US Route 62, just off of Interstate 190
1900 Military Road, Niagara Falls, NY 14304

WHAT: Two Monument Signs: One, a 60 – foot Digital Monument Sign on Factory Outlets Boulevard visible from I-90. Two, a 30-foot Monument Sign on Military Road.
Construction: The Outlet Center is undergoing a complete exterior and interior remodel. The exterior will have a unique upscale presentation with huge video screen at the main entrance and more.

PHOTO OPPORTUNITY: Monument Signs. Construction of Exterior Outlet Center.

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