



FOR IMMEDIATE RELEASE

Contact: Tassi Castillo
tcastillo@lavidge.com
480-998-2600 x577
Kendra States
kstates@lavidge.com
480-998-2600 x562

**Outlets at Castle Rock Welcomes Record Retailer Growth with
10 High-End Store Openings Throughout 2012, Just in Time for
Moonlight Madness Thanksgiving Night**

-- Outlet Shopping Center, Home to More than 100 Designer Brands, to Open at 9 p.m.
Thanksgiving Evening for Moonlight Madness --

Castle Rock, Colo. (Nov. 15, 2012) – At a time when many retailers are struggling to survive, Outlets at Castle Rock is celebrating its 20th anniversary in style with the opening of 10 new high-end retail stores in just one year, a feat no other retailer in the region has seen in this volatile economy.

In the wake of the economic downturn of 2008, consumers were looking to spend less, without sacrificing the designer names they love. Outlet malls were designed around this concept, and once consumers started shopping more consistently at outlet centers, they quickly realized the value in the brand name merchandise, quality, selection and substantial discounts offered by outlets, giving these retail groups a loyal following even as budgets begin to loosen. As a result of the value pack offered, outlet shopping centers have remained the only retail segment sustaining growth through a variety of economic climates.

With the addition of 10 new stores, five of which opened in November, Outlets at Castle Rock has not only increased the interest of its current consumers, but has also attracted a new level of consumers desiring higher-end stores. These high-end stores still offer outlet pricing models, which are typically 30 to 70 percent less than traditional

-more-

1st Add Outlets at Castle Rock Welcomes Record Growth in 2012

retail stores, making the outlets shopping center a premier destination for holiday shoppers.

In 2012, Outlets at Castle Rock added contemporary brand name stores including Michael Kors, Aldo Shoes, Le Creuset, Restoration Hardware, White House Black Market, American Eagle, Jos. A. Bank, Clarks Bostonian, Oakley Vault and DownEast Basics. Along with the additional stores, Coach expanded its line at the outlet center with a Coach Men's Factory opening in September, more than doubling its size from a 3,200-square-foot store to 7,600-square-feet.

"No other retailers in the Denver metro area or, for that matter, throughout the country, have seen this much retail growth in the past year," said Outlets at Castle Rock Senior Leasing Executive, Lauren Burger. "In a volatile economic state, many retailers in traditional mall settings find it hard to just sustain, but we have flourished, as demonstrated by consistent visitors from New Mexico, Wyoming, Nebraska and even down into Texas. Consumers and retailers alike see the value in our location and tenant mix, which is driving this huge success."

Along with these new stores comes the addition of more than 185 jobs to the metro Denver and Colorado Springs area.

To help celebrate a year of accomplishment, Outlets at Castle Rock will host Moonlight Madness shopping starting at 9 p.m. Thanksgiving night, Nov. 22 through 9 p.m. Black Friday, Nov. 23. For the fourth consecutive year, the center will host this Black Friday event, officially kicking off the first shopping day of the holiday season.

On that evening, the doors for the Outlets at Castle Rock, as well as its sister centers, Outlets at Loveland and Outlets at Silverthorne, will open ahead of many other retailers, signaling the start of the holiday shopping season with more than \$100,000 in

2nd Add

Outlets at Castle Rock Welcomes Record Growth in 2012

giveaways along with a variety of holiday shopping deals and door busters. Outlets at Castle Rock, the largest open-air outlet shopping center in Colorado, is conveniently located between the Denver Metro Area and Colorado Springs region at I-25 and Exit 184 in Castle Rock, Colo.

“Our Thanksgiving shopping tradition attracts people from across the state and beyond,” said Outlets at Castle Rock Marketing Director, Lisa Zetah. “We have amazing discounts and great door busters from more than 100 of our designer brands, which include some of our newest retailers such as Restoration Hardware, Jos. A. Bank, Michael Kors and Coach Men’s Factory.”

While everyday discounts at Outlets at Castle Rock are 30 to 70 percent, Moonlight Madness shoppers can benefit from additional discounts of up to 50 percent at the existing and newly opened high-end stores, alongside deal-saving door busters.

In addition to great holiday deals, shoppers can enter to win prizes including a three-day stay at OHKAY Hotel Casino, a three-day stay at Big Horn Mountain Top Lodge, a three-day stay in Las Vegas, a \$1,000 Outlets at Castle Rock shopping spree and more. Each hour, starting at 11 p.m. on Thanksgiving night through 5 a.m. Black Friday, the first 100 shoppers will win Outlets at Castle Rock prize packages including Loveland Ski Lift Tickets, tickets to the Electric Safari at Cheyenne Mountain Zoo and Tommy Hilfiger \$10 gift vouchers, to name a few.

Starting Black Friday, Nov. 23 through Christmas Eve, Dec. 24, Santa will be on-site daily for photos and visits with the public in his Swiss Chalet House. For additional information and hours, visit the web site at www.outletsatcastlerock.com.

-more-

3rd Add

Outlets at Castle Rock Welcomes Record Growth in 2012

Craig Realty Group is a shopping center development and management firm founded by Steven L. Craig and is based in Newport Beach, California. A leader in the development and management of high income-producing, upscale factory outlet centers, Craig Realty Group owns, operates and manages nearly 4.3 million square feet of existing retail development in 7 states: **Outlets at Anthem** in Phoenix, Arizona; **Cabazon Outlets** located near Palm Springs, California; **Citadel Outlets** in Los Angeles, California; **Outlets at Conroe** located near Houston, Texas; **Outlets at Castle Rock** located south of Denver, Colorado; **Outlets at Loveland** located north of Denver, Colorado; **Outlets at Silverthorne** located west of Denver, Colorado; **Outlets at Vicksburg** in Vicksburg, Mississippi; and **Woodburn Company Stores** located near Portland, Oregon. In November 2012, Craig Realty Group is grand opening its newest center, **Outlets at Traverse Mountain**, located in Lehi, Utah, just 30 minutes from Salt Lake City. Projects in development include **Plaza San Clemente**, California; **Sussex Commons Lifestyle Outlet**, New Jersey; **Chicagoland Outlets at Country Club Hills**, Illinois; **The Promenade Shops at Orchard Valley**, Manteca, California; **Outlets at Kapolei Commons**, Oahu, Hawaii; **Outlets at Richmond**, Virginia; and **Outlets at Cleveland**, Garfield Heights, Ohio. Craig Realty Group founder Steve Craig previously developed Desert Hills Premium Outlets and Carlsbad Company Stores, two of the most successful manufacturer outlet centers, and was instrumental in developing Camarillo Premium Outlets. For more information, visit www.craigrealtygroup.com.

###