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CRAIG REALTY GROUP

Outlets at Traverse Mountain Welcomes New Marketing Director

SALT LAKE CITY, UT (September 15, 2015) – Industry veteran, Crystal Jones, has joined [Craig Realty Group](#) as the Marketing Director of [Outlets at Traverse Mountain](#), located at 3700 N. Cabelas Blvd., Lehi, Utah.

Most recently, Ms. Jones was a Business Development Manager for General Growth Properties Group overseeing the specialty leasing effort of four shopping centers. When asked what she attributes to her success, Crystal said, "To achieve company and personal goals, I focused on my creative intuitions and searched for success in non-typical areas. This resulted in new and unexpected business development opportunities."

Joining Craig Realty Group (CRG) and Outlets at Traverse Mountain as the Marketing Director, means Crystal will play an integral part in sharing the many unique features that focus on creating an upscale and exceptional customer shopping experience. Despite the open-air architecture, fitted glass canopies protect shoppers from the inclement weather typical of Utah winters. Additionally, radiant heated walkways ensure pedestrian safety. A two-story, lodge-like Customer Service Center, known as the Grand Lobby, provides shoppers with a comfortable indoor visitor center for assisting with all their shopping needs. Upscale public and family restrooms mirror the details that have become signature of all CRG centers.

Ms. Jones will oversee the marketing department of the Outlets at Traverse Mountain and will be responsible for advertising, tourism, special events, market research, public and community relations. She is a graduate of Utah State University with a degree in Business Marketing and Apparel & Textiles. Previously, she worked for Macerich, and was the Downeast Basics Regional Manager and Spokesperson.

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About Craig Realty Group

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 the Dells, Baraboo WI; Outlets at Hillsboro, Hillsboro, Texas; Outlets at Loveland located north of Denver, Colorado; Outlets at Silverthorne located west of Denver, Colorado; and Outlets at Vicksburg in Vicksburg, Mississippi. In November 2012, Craig Realty Group grand opened Outlets at Traverse Mountain, located in Lehi, Utah, just 30 minutes from Salt Lake City. The long-awaited opening of Outlets at San Clemente, overlooking the Pacific Ocean just off the I-5 in beautiful San Clemente, California, will take place in early November 2015. Projects in development include Chicagoland Outlets at Country Club Hills, Illinois; Outlets at Kapolei Commons, Oahu, Hawaii; Outlets at Richmond, Virginia and Outlets at Lacey, Washington. Craig Realty Group founder Steve Craig previously developed Desert Hills Premium Outlets, Carlsbad Company Stores and Woodburn Company Stores, three of the most successful manufacturer outlet centers, and was instrumental in developing Camarillo Premium Outlets. For more information, visit www.craigrealtygroup.com.

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