



CONTACTS:
Heather Nash
Marketing Director
Outlets at Traverse Mountain
hnash@outletsattravermountain.com
801-901-1200 (O)
801.232.8560 (C)

FOR IMMEDIATE RELEASE

NEW OUTLET CENTER IN UTAH OPENS WITH A BANG

*Outlets at Traverse Mountain Welcome Crowds during
Grand Opening and Thanksgiving Weekends*

Lehi, UT (December 3, 2012)—Fireworks sounded off the Wasatch Mountains of Salt Lake and Utah Counties on November 16 as part of a weekend-long grand opening celebration at the Outlets at Traverse Mountain, Craig Realty Group’s latest and greatest upscale outlet mall venture. Thousands attended the grand opening to shop, eat, and peruse through 225,000 square feet of retail heaven, which opened with 41 stores. And at 10 p.m. on Thanksgiving, they returned in droves for a Moonlight Madness sale to kick off their holiday shopping.

The Daily Herald, Utah County’s local paper, praised the outlet center saying, “What’s not to love,” in their November 17 article, [Hordes of happy shoppers welcome Outlets at Traverse Mountain](#).

And they are right—there is a lot to love. Beyond the great retailers, the atmosphere is breathtaking and state-of-the-art. The 12,000-square-foot Grand Hall features a 50-foot fireplace covered in natural stone, spa-like bathrooms, and lavish sitting areas. Outside, a glass atrium canopy and skylights provide shoppers with shelter from bad weather, and two additional fireplaces offer warmth. The center was also designed with wide, radiant heated walkways and without stairs to allow visitors to move easily throughout the open-air mall.

“We have focused on assuring customers an unsurpassed shopping experience all year round,” said Steven Craig, president and chief executive officer of Craig Realty Group. “We spent a lot of time sweating the details to make it easy to shop.”

The feedback from locals has been very positive. A sampling of feedback from area bloggers includes:

“We really were impressed with how beautiful the entire place was and how convenient they have made it to shop. The GM remarked on how nice it is to shop in brisk air instead of a stuffy mall, and we couldn't agree more.” –Courtney Brown, [Visit Utah Valley](#)

“I thought the outlets were fabulous. I've told many friends they need to check them out.” –Emily Hill, [Is This Really My Life](#).

“It is nice to finally have a high end outlet mall along the Wasatch Front. I was very impressed with the quality of the stores...as well as the layout of the mall itself. It feels more like an upscale shopping center versus an outlet.” –Stephanie Hansen, [The Daily Blarg](#)

The official store roster includes new-to-market retailers Le Creuset, GoLite, and Under Armour. This locatoin will be Under Armour’s 100th store in the United States. Additional tenants include Banana Republic, Calvin Klein, Carter’s Childrenswear, Chico’s, The Children’s Place, Clarks Bostonian, Coach, Columbia Sportswear, Famous Footwear Outlet, G.H. Bass, Gap Outlet, Gold Toe, Gymboree Outlet, IZOD, J. Crew Factory Store, Johnny Rockets, Journeys, Kitchen Collection, Lane Bryant, Levi’s Outlet, Loft Outlet, Maurices, Men’s Wearhouse, Michael Kors, Nike Factory Store, OshKosh B’Gosh, Perfumania, Polo Ralph Lauren Factory Store, Pro Image Sports, Rocky Mountain Chocolate Factory, Samsonite, Skechers, Tommy Hilfiger, Ultra Diamonds, Van Heusen, Vans Outlet, Wilsons Leather, and Zumiez.

About Outlets at Traverse Mountain

The Outlets at Traverse Mountain is located in Lehi, Utah, just off of I-15, exit 284. It is the first and only Outlet in Utah County and brings with it several unique to Utah stores including, Under Armour, Le Creuset, and Go Lite. The center has outlet favorites, like Banana Republic, Coach, J Crew, Tommy Hilfiger and many more. To satisfy your senses you can dine at Johnny Rockets and a lighter taste at Rocky Mountain Chocolate Factory. For more information, visit [OutletsatTraverseMountain.com](#).

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 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 [CraigRealtyGroup.com](#).

###