



FASHION Outlets MAKEOVER



The Fashion Outlets of Niagara Falls is getting a new look! The area's leading international outlet shopping destination has been undergoing renovations to both the exterior and interior. Renovations have been divided into phases. Phase I is due to be completed in late spring.

Starting in the summer of 2006, Phase I of the renovations features new colors and accents along the entire exterior. A new branding signage program has also been added with the new center name, Fashion Outlets of Niagara Falls, formerly Prime Outlets. Fashion Outlets of Niagara USA also has a sister center called Fashion Outlets of Las Vegas in Primm, Nevada. Fashion Outlets of Las Vegas is also an upscale enclosed outlet center.

The next phases will include a new state of the art tower entrance to welcome shoppers into the main entrance. A 16 foot X 20 foot LED screen will adorn the tower and will feature streaming video footage of

area attractions including the Falls and fashion footage. In addition, in order to make the shopping experience an enjoyable one, each of the six interior courtyards will be redesigned with plush seating and sculptural representations reflecting the history of Niagara. This will offer the shopper distinctive areas for points to meet and to help the shopper navigate around the stadium sized outlet center.

Fashion Outlets of Niagara Falls, where you can save up to 75% off retail prices everyday, features 150 brand name outlets like Polo Ralph Lauren, Burberry, Off 5th Saks Fifth Avenue, Coach, Calvin Klein,



ARTIST'S RENDERING OF THE RENOVATED MAIN ENTRANCE

Eddie Bauer, Fossil, Guess, J Crew, Liz Claiborne, Mikasa, Nautica, Old Navy, Samsonite, Oakley, Tommy Hilfiger, Timberland and Wilson Leathers just to name a few. More new stores are opening mid-May such as Banana Republic and Esprit. As the phases are completed even more great names will be added to the mix!

Fashion Outlets of Niagara Falls also offers a food court with several sit down restaurants. John's Flaming Hearth Steakhouse has been added to the center recently. This local favorite features famous flame hearth steaks. Other favorites include Applebee's and The Original Honeys.

Fashion Outlets of Niagara Falls is just minutes from the Falls, Bridges and Casinos. Take I-190 North to Exit 22 then make a left onto Factory Outlet Boulevard.

Open daily Monday through Saturday 10 am to 9 pm and Sunday 11 am to 6 pm. This year we are open Easter Sunday from 11am to 5 pm. For more information call us toll free at 1-800-414-0475 or visit the website at www.fashionoutletsniagara.com. ©

