

THE OUTLET
SHOPS
OF GRAND RIVER

65 STORES • LEEDS, ALABAMA

Contact: Sue Helondovitch
Strategy + Style Marketing Group
Ph: 908.930.6509
sueh@strategyplusstyle.com

Karen Fluharty
Strategy + Style Marketing Group
Ph: 973.590.9779
kfluharty@strategyplusstyle.com

FOR IMMEDIATE RELEASE

**LEEDS OUTLET CENTER WELCOMES TWEEN BRAND JUSTICE;
NINE-YEAR-OLD'S LETTER HELPS BRAND TO ARRIVE**

*Preteen Girls Fashion & Accessories Store Celebrates Grand Opening at
The Outlet Shops of Grand River for 2011 Back-to-School Season*

LEEDS, Ala. (July 20, 2011): The Outlet Shops of Grand River, a distinctive outlet shopping destination located minutes from Downtown Birmingham, announced today Justice, the popular preteen clothing and accessories store for girls ages 9 to 12, will open a 4,000 square foot store on Tues., August 2, much to the delight of nine-year-old Mountain Brook resident Mae Neil.

Earlier this year Neil, daughter of Daniel Corporation Vice President of Development Doug Neil, the company responsible for developing the new center, penned a letter asking her favorite clothing brand to consider opening a new store at The Outlet Shops of Grand River. Now, her wish has come true, and just in time for back-to-school shopping to boot!

“We’re thrilled to welcome Justice to our growing merchant community,” said Judy Underhill, general manager, The Outlet Shops of Grand River. “We’re committed to offering our customers a distinctive mix of exciting tenants with great merchandise and great savings. The arrival of Justice is yet another example our efforts to bring the leading name brands that our shoppers want to the center and adding to this unique outlet shopping destination.”

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The Outlet Shops of Grand River features more than 65 leading designer stores including favorite back-to-school brands Aeropostale, Banana Republic Factory Store, The Children's Place, Gap Factory Store, Nike Factory Store, rue21 and Polo Ralph Lauren Factory Store, among many more, where shoppers save up to 65 percent off regular retail prices every day. For more information about The Outlet Shops of Grand River including a complete store directory, special events and driving directions, please visit www.shopsograndriver.com.

About The Outlet Shops at Grand River

Located at Exit 140 along the I-20 corridor between Birmingham and Atlanta in Leeds, Ala., The Outlet Shops at Grand River features more the 65 leading brand-name stores including Banana Republic, DKNY, Guess Factory Store, Kenneth Cole, Nine West, Nike and Tommy Hilfiger, among many more, which offer savings up to 65 percent off regular retail prices every day. For more information, please visit www.shopsograndriver.com.

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