

Three New Stores Open at Franklin Mills

(Nike Factory Store, Bath & Body Works Outlet and Robert Wayne Footwear Join Philadelphia Mall)

May 14, 2008 - [PRLog](#) -- Philadelphia-area residents can now visit Nike Factory Store, Bath & Body Works Outlet and Robert Wayne Footwear at Franklin Mills, (www.franklinmills.com) a Simon mall.

Nike Factory Stores are the family headquarters for the value consumer and carry a wide selection of Nike branded footwear, apparel and equipment for the entire family. The Nike Factory Store at Franklin Mills carries a wide selection of Nike branded footwear, apparel and equipment from past seasons. The store is located in the red section of the mall next to JC Penney Outlet Store and is the only Nike Factory Store in the Philadelphia area.

Bath & Body Works Outlet at Franklin Mills carries discontinued merchandise, out of season merchandise as well as a selection of current merchandise at deep discounts and is the only one of its kind in the Philadelphia area. The store is located in the red section of the mall across from Group USA.

Robert Wayne Footwear is currently the premier destination for Converse, DC Shoes, Vans, Adidas and Puma being the top five brands with Heelys, Timberland and Dr. Martens following. The store also carries accessories such as hats and backpacks and seasonal footwear such as Uggs. Robert Wayne Footwear has earned a reputation as being the leader in fashion footwear, and is on the cutting edge of the newest styles in the footwear industry. The store is located in the green section of the mall near Modell's Sporting Goods.

These much-awaited additions to Franklin Mills will fill 14,472-square-feet of rentable mall store space.

“By adding these new retail stores to our mall, we continue to provide our shoppers with a high-quality shopping experience,” said Donna Danielson, Director of Marketing and Brand Development at Franklin Mills. “The opening of the Nike Factory Store, Bath & Body Works Outlet and Robert Wayne Footwear supports our pledge to provide our shoppers with those quality retail stores that they want to visit.”

On May 17 and 18, the Mills' Nike Factory Store will host its grand opening. The store will feature “power hours” at 1pm – 3pm each day in which customers will receive 30% discounts on various sporting apparel and equipment. Each day the first 100 guests will receive water bottles and redeemable grand opening Nike gift cards toward their next purchase. A portion of the store's sales will benefit the Arthur Ashe Youth Tennis and Education organization.

About the Mills Properties

The Mills is one of Simon Property Group's five real estate platforms. With 17 properties totaling over 24 million square feet, The Mills properties are large retail venues focused on delivering value to the consumer. The Mills brand offers a broad and unique mix of full-price, value and outlet retail and family-oriented dining and entertainment options, featuring the most popular consumer brands and concepts. Mills projects are well-located in major metropolitan markets. Notable properties include Arundel Mills (Baltimore), Grapevine Mills (Dallas), Opry Mills (Nashville) and Sawgrass Mills (Ft.Lauderdale/Miami).

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About Franklin Mills

Franklin Mills is located just off Interstate 95 at the intersection of Woodhaven Road (PA63) and Knights

Road. Access to Franklin Mills is also provided from U.S. 1 and the Pennsylvania Turnpike. The site lies 15 miles northeast of Center City, Philadelphia. Franklin Mills is one of the largest shopping centers within a major city limit in the country with a dynamic mix featuring more than 200 retailers, unique restaurants and high-caliber entertainment venues, such as Saks Fifth Avenue Off 5th, Neiman Marcus Last Call Clearance Center, and Dave and Busters Grand Sports Cafe. It is managed by Simon Property Group, headquartered in Indianapolis, IN. Additional information is available at www.simon.com.

Website: www.simon.com

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