



## Bay Area's Premier Outlet Shopping Center To Be Known As San Francisco Premium Outlets

February 10, 2015

LIVERMORE, Calif., Feb. 10, 2015 /PRNewswire/ -- Simon, a global leader in retail real estate, announced today that the Bay Area's premier outlet shopping center will be rebranded and named **San Francisco Premium Outlets** in conjunction with its major expansion.

The 512,000 square-foot center, currently known as Livermore Premium Outlets, is located in the affluent East Bay area of northern California and offers savings of 25% to 65% every day at 130 leading designer and name brand outlet stores, including: Armani, Barneys New York, Bloomingdale's Outlet, Burberry, Cole Haan, DKNY, Elie Tahari, Kate Spade New York, Last Call by Neiman Marcus, Polo Ralph Lauren, Prada and Saks Fifth Avenue Off 5<sup>th</sup>. The center opened in 2012 and is currently undergoing a significant expansion to add 185,000 square feet to be populated by leading designer brands, opening on August 13, 2015.

"The new name better reflects that residents from the entire Bay area as well as visitors from all over the world are shopping and enjoying the superior mix of merchants that is offered by San Francisco Premium Outlets," said Stephen Yalof, CEO of Premium Outlets. "The rebranding of the center will also serve to further highlight the exciting additional merchants and amenities that are being added as part of the current expansion."

For ongoing updates and to learn more about the outlet stores, follow San Francisco Premium Outlets on Facebook at [facebook.com/sanfranciscopremiumoutlets](https://www.facebook.com/sanfranciscopremiumoutlets), Twitter at [twitter.com/SanFranciscoPO](https://twitter.com/SanFranciscoPO) or visit [www.premiumoutlets.com/sanfrancisco](http://www.premiumoutlets.com/sanfrancisco).

### About San Francisco Premium Outlets

San Francisco Premium Outlets features 130 outlet stores from the world's finest designer and name brands offering savings of 25% to 65% every day, including Armani, Barneys New York, Bloomingdale's Outlet, Burberry, Cole Haan, DKNY, Elie Tahari, Kate Spade New York, Last Call by Neiman Marcus, Polo Ralph Lauren, Prada and Saks Fifth Avenue Off 5<sup>th</sup>. For more information, visit: [www.premiumoutlets.com/sanfrancisco](http://www.premiumoutlets.com/sanfrancisco).

### About Simon Premium Outlets

The global Simon Premium Outlets portfolio offers exceptional brands at extraordinary savings through a diverse mix of luxury, designer and popular retailers representing the best in fashion, family and home. Our 84 Simon Premium Outlets in the United States, Puerto Rico, Canada, Japan, Malaysia, Mexico and South Korea are some of the most iconic and productive shopping destinations for residents and travelers including Woodbury Common (New York City), Orlando, Desert Hills (Palm Springs), Las Vegas and Wrentham Village Premium Outlets (Boston). For more information, visit [www.premiumoutlets.com](http://www.premiumoutlets.com).

### About Simon

Simon is a global leader in retail real estate ownership, management and development and a S&P100 company (Simon Property Group, NYSE:SPG). Our industry-leading retail properties and investments across North America, Europe and Asia provide shopping experiences for millions of consumers every day and generate billions in annual retail sales. For more information, visit [www.simon.com](http://www.simon.com).

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/bay-areas-premier-outlet-shopping-center-to-be-known-as-san-francisco-premium-outlets-300033213.html>

SOURCE Simon Property Group, Inc.

Les Morris, Simon, 317.263.7711, [lmorris@simon.com](mailto:lmorris@simon.com); Jennifer Carroll, Curator PR, 206.454.3703, [jennifer.carroll@curatorpr.com](mailto:jennifer.carroll@curatorpr.com)