



Franklin Mills To Undergo Major Redevelopment And Name Change To Philadelphia Mills

September 16, 2014

Sweeping renovations will reinvent shopping experience through interior and exterior transformation and enhanced customer amenities

PHILADELPHIA, Sept. 16, 2014 /PRNewswire/ -- Mills announced today plans for a multimillion dollar renovation of Franklin Mills, the largest outlet and value retail shopping destination in the Philadelphia region. The redevelopment will transform the center into a completely new shopping experience, and the name of the property has been changed to Philadelphia Mills to herald the transformation.

"This center has served the shopping and entertainment needs of the Philadelphia region for more than 25 years, and we are excited to continue meeting those needs while elevating the experience for our customers and visitors," said Gregg Goodman, President of The Mills. "We are also proud that our center employs more than 2,500 area residents and generates millions of dollars a year in revenues for the city."

The multi-phase revitalization project of Philadelphia Mills will involve major updates to both the exterior and interior of the property, including modernizing the facade with new mall entrances, landscaping and signage, and an entirely new interior aesthetic. The project will refresh the interior environment with skylights, new lighting and flooring to brighten common areas, upgraded restrooms, and the addition of important amenities such as WIFI, comfortable lounge areas with device charging stations and guest services.

"Philadelphia Mills is an important part of the city's retail history and we look forward to working with the Mills as this incredible asset is transformed and repositioned for a bright future," said City of Philadelphia Deputy Mayor Alan Greenberger.

Construction is already underway on exterior renovations, which are expected to be complete in fall 2014. Interior renovation work will begin in early 2015, with a grand re-opening celebration slated for fall 2015.

Philadelphia Mills already has some of the most sought-after names in outlet shopping, including Neiman Marcus Last Call, Saks Fifth Avenue OFF 5TH, Polo Ralph Lauren Factory Store, Nike Factory Store, and the area's largest Forever 21. The center is expecting to add at least a dozen new retail and dining options throughout the redevelopment period. Among the list of new retailers is the first Philadelphia-based Express Factory Outlet store, offering an assortment of both women's and men's apparel and fashion accessories at affordable prices.

"Our investment to reinvent Philadelphia Mills will provide our customers and the City of Philadelphia with a family-friendly shopping, dining and entertainment destination unlike any other in the region," said John Ahle, General Manager of Philadelphia Mills. "We are excited to unveil some of our initial improvements to show Philadelphia the exciting new look and feel that the redevelopment will bring to our center."

For more information on the Philadelphia Mills redevelopment project please call 215-632-1500 or visit philadelphiamills.com and follow us on social media at [facebook.com/philadelphiamills](https://www.facebook.com/philadelphiamills) and on twitter.com/shophlmills.

About Philadelphia Mills:

Philadelphia Mills is the largest outlet, value retail and entertainment destination in Philadelphia, with more than 200 great stores, such as Saks Fifth Avenue OFF 5TH, Neiman Marcus Last Call, Polo Ralph Lauren Factory Store, Ann Taylor Factory Store, Nike Factory Store and Guess Factory Store. Shoppers can also enjoy dining and quality entertainment at Ruby Tuesday, Dave & Buster's, Black Diamond Skate Park and AMC 14 Theatres. The center is located 15 miles northeast of Center City, Philadelphia off Interstate 95 at the intersection of Woodhaven Road (PA63) and Knights Road. For more information, call 215- 632-1500 or follow us on social media at [facebook.com/philadelphiamills](https://www.facebook.com/philadelphiamills) and on twitter.com/shophlmills.

About The Mills

The Mills®, a part of Simon, offers a unique brand of shopping with a mix of popular name brand outlets, value retailers and full-price stores, plus family-oriented dining and entertainment concepts. The Mills are well located in major metropolitan markets and many are recognized as leading tourism destinations.

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 simon.com.

SOURCE Simon

Lindsay Thompson, Karma Agency for Philadelphia Mills, 215.790.7824, lindsay@karmaagency.com