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## **Gymboree Opens First Outlet Store in Northwest Florida**

*Children's retailer opens at Silver Sands on May 20*

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**FOR IMMEDIATE RELEASE**

Destin, Fla. (May 19, 2009) – Specialty children's retailer, Gymboree, will open its first outlet store in Northwest Florida at Silver Sands Factory Stores on Wednesday, May 20. Shoppers will be able to purchase the fashionable and quality clothing and accessories that Gymboree is known for but at outlet prices.

“Children's apparel continues to be a top category with our shoppers. The popular, high-quality Gymboree brand is a natural fit with our current designer tenant mix,” stated Traci Stokes, marketing director for Silver Sands. “Their customer service, fashionable merchandise and great value prices will make them a success at our Center.”

The 2,100 sq. ft. store will feature clothing and accessories from newborn to age 12 for girls and from newborn to age 10 for boys at discounted prices. The Gymboree Corporation is an international family of specialty retail brands that provide unique, high-quality products. All of their brands are unified with a concentrated focus on pleasing every customer. The Gymboree Corporation's history begins with the founding of Gymboree Play & Music in 1976, making it one of the oldest companies in its field. The appeal of the Gymboree brand was so broad that in 1986 Gymboree entered the apparel business, designing, manufacturing and retailing unique, high quality merchandise for children.

The Gymboree Outlet will be located in the western most part of the Center. The store will be open Center hours: Monday – Saturday, 10 a.m. – 9 p.m. and Sunday, 10 a.m. – 6 p.m. For more information, call 850-269-0300 or visit [www.gymboree.com](http://www.gymboree.com).

Silver Sands Factory Stores, a Howard Group Development, is the nation's largest designer outlet center located in Destin, FL. The Center currently features more than 100 designer factory stores with 465,200 square feet of retail space, and ultimately 700,000 planned. Silver Sands is visited by over seven million shoppers each year who shop for designer merchandise at up to 75 percent off retail

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prices. Silver Sands is located on Emerald Coast Parkway, one mile west of Sandestin® Golf and Beach Resort. For more information, call the Shopper Services at (850) 654-9771 ext 1 or visit online at [silversandsoutlet.com](http://silversandsoutlet.com).

The Gymboree Corporation's specialty retail brands offer unique, high-quality products delivered with personalized customer service. As of May 2, 2009, the Company operated a total of 901 retail stores: 619 Gymboree® stores (587 in the United States, 30 in Canada and 2 in Puerto Rico), 126 Gymboree Outlet stores, 118 Janie and Jack® shops and 38 Crazy 8® stores in the United States. The Company also operates online stores at [www.gymboree.com](http://www.gymboree.com), [www.janieandjack.com](http://www.janieandjack.com) and [www.crazy8.com](http://www.crazy8.com), and offers directed parent-child developmental play programs at 606 franchised and Company-operated Gymboree Play & Music® centers in the United States and 29 other countries.

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