



SAKS FIFTH AVENUE OFF 5TH STORE TO OPEN IN DALLAS, TX

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FOR IMMEDIATE RELEASE

Dallas, Texas (October 26, 2009)—On October 29, 2009, a new 28,000 square foot Saks Fifth Avenue OFF 5TH store will open in Park Lane, a 33.5-acre mixed-use development located in Dallas that sits across from NorthPark Center, one of the nation's most prominent shopping malls. To kick off the grand opening weekend, the store is bringing to life the excitement and trends of Fashion Week, beginning with a private preview party on October 28, offering VIP guests exclusive access to the latest merchandise. That evening, partygoers will also have the opportunity to enter in a raffle to win an instant \$500 shopping spree. The fun continues all weekend long - shoppers can enjoy extra savings, an exclusive fine jewelry trunk show and will receive a signature Saks Fifth Avenue OFF 5TH tote bag with purchases over \$100. Shoppers will have the chance to win prizes throughout the weekend, beginning with a \$1,000 shopping spree which will be raffled off at 12 pm on October 29 and one handbag will be raffled off each day on October 30, October 31 and November 1.

Saks Fifth Avenue OFF 5TH, known for delivering Saks style at outlet prices, offers value-priced designer clothing and accessories by an unparalleled array of coveted designers. Today, there are a total of 55 Saks Fifth Avenue OFF 5TH stores in 23 states including 7 in Texas: Dallas joins San Antonio, Katy Mills, Houston Grove, Grapevine, Rio Grande, San Marcos and Mercedes.

At completion, Park Lane will be a 2.4 million square foot mixed-use development with shopping, dining and entertainment venues, office space, a four-star boutique hotel, an upscale fitness and spa facility, and luxury residential units. Saks Fifth Avenue OFF 5TH will be included among more than 700,000 square feet of retail, restaurant and entertainment space, anchored by Dallas' flagship Whole Foods.

“We are excited to bring the enhanced Saks Fifth Avenue OFF 5TH experience to the vibrant retail and entertainment center that is Park Lane,” states Robert Wallstrom, President of Saks Fifth Avenue OFF 5TH. “In this environment, shoppers are incredibly cost-conscious yet still aspire to exclusive labels and brands. We will continue to meet their needs by offering premium value, style and an impressive selection.”

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The Dallas store at Park Lane will be the tenth to feature the modern, new ‘luxury in a loft’ environment. Designed to highlight merchandise and facilitate easy shopping while maximizing efficiency and flexibility, the store will be bright and uncluttered, with no hard aisles and one consistent hard-surface floor throughout. All fixtures will be on casters, ensuring ease of movement, and all hardware will be interchangeable between fixtures. The store will have increased luxury brands and expanded key merchandise categories including fine jewelry, shoes, handbags, sunglasses and contemporary sportswear.

The opening of the store in Dallas continues the growth underway at Saks Fifth Avenue OFF 5TH. Dallas is the sixth new store to open in 2009.

About Saks Fifth Avenue OFF 5TH

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About Saks Fifth Avenue

Saks Fifth Avenue, one of the world’s preeminent specialty retailers, is renowned for its superlative American and international designer collections, its expertly edited assortment of handbags, shoes, jewelry, cosmetics and gifts, and the first-rate fashion expertise and exemplary client service of its Associates. Today, Saks operates 53 full-line stores in 25 states, 5 licensed stores in the Middle East and 1 licensed store in Mexico City and saks.com, the company’s online store.

Interviews with Robert Wallstrom, President of Saks Fifth Avenue OFF 5TH, as well as private media tours, images, store renderings, camera-crew and photographer access are all available upon request.

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