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MARKETING CONTACT:

Keri Cunningham, Marketing Director

KeriCunningham@pyramidmg.com

845-348-1005, ext. 110

CARTER'S ANNOUNCES NEWEST LOCATION
AT PALISADES CENTER

WEST NYACK, N.Y. (February 2021): Carter's, Inc., the largest branded marketer in North America of apparel exclusively for babies and young children, will open its newest location at Palisades Center this spring. The 2,500-square-foot store will be located on Level Three next to DSW.

Carter's is a well-established company with history dating back to 1865, synonymous with quality, innovation and value. Carter's and OshKosh B'gosh stores are built to make it easy for customers to find what they need, with smart design and friendly, knowledgeable staff. The Palisades Center store will be one of over 600 Carter's and OshKosh B'gosh retail stores and outlets nationwide.

"Darrin Houseman, General Manager of Palisades Center, said, "Our team has been speaking with and gathering input from our guests, especially our core customers, women ages 25-44. This group has expressed interest in clothing stores for children, and Carter's and OshKosh B'gosh are great partners to help fulfill that need."

To learn more about Carter's Inc. visit <https://www.carters.com>. To learn more about Palisades Center visit www.PalisadesCenter.com.

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About Palisades Center

Palisades Center is a four-level shopping center offering 225 brands, 26 dining options, a bowling alley, ice rink, the world's tallest indoor ropes course, comedy club, and more. With its unique and diverse merchant mix, Palisades Center is the go-to place for local shoppers and tourists alike. To learn more, visit www.palisadescenter.com, www.facebook.com/palisadescenter, www.twitter.com/palisadescntr, or www.instagram.com/palisadescntr.

About Pyramid Management Group, LLC

Pyramid Management Group, owner of Palisades Center, is one of the largest, most innovative, privately-held shopping center developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 18 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has led the industry in combining the best elements of traditional retail with world-class dining, entertainment and hospitality, all under one roof. For more information, visit www.pyramidmg.com.

About Carter's, Inc.

Carter's, Inc. is the largest branded marketer in North America of apparel exclusively for babies and young children. The Company owns the *Carter's* and *OshKosh B'gosh* brands, two of the most recognized brands in the marketplace. These brands are sold in leading department stores, national chains, and specialty retailers domestically and internationally. They are also sold through approximately 1,100 Company-operated stores in the United States, Canada, and Mexico and online at www.carters.com, www.oshkosh.com, www.cartersoshkosh.ca, and www.carters.com.mx. The Company's *Child of Mine* brand is available at Walmart, its *Just One You* brand is available at Target, and its *Simple Joys* brand is available on Amazon. The Company also owns *Skip Hop*, a global lifestyle brand for families with young children. Carter's is headquartered in Atlanta, Georgia. Additional information may be found at www.carters.com.