

**Press Release:
For Immediate Release**

**Caroline Sorensen Among Top Candidates for Marketing Director
at The Outlet Collection Seattle™**

Successful Entrepreneur Considered for Public Relations Role in Upscale Retail Outlet Center

June 13, 2012
Auburn, WA:

Caroline Sorensen has emerged as a top candidate for the position of Marketing Director at The Outlet Collection Seattle™, formerly Auburn SuperMall of the Great Northwest.

During a marathon 2.25-hour interview in Auburn, WA on June 12, 2012 with Greg Fleser, General Manager at The Outlet Collection Seattle, it became clear that Caroline Sorensen's wide range of experience in media sales, project coordination, company rebranding and web strategy combine to make her a serious contender for the role of Marketing Director.

In addition to her breadth of professional expertise, Caroline Sorensen has the personal attributes necessary for the highly visible public role. During their meeting Greg Fleser noted, "You're clearly well spoken." Her ability to communicate with the media, with advertisers and with consumers is an asset to any Marketing Director position, as is her comfort in being both a leader and a member of a close working team.

"I truly feel the outlet center is on the cusp of an exciting and energetic shift and I would love to be part of it," she said. "The revitalization of the former SuperMall will be a huge step not only for Auburn and the South Sound region but for all of Seattle. "

About the The Outlet Collection Seattle™

Currently a hybrid shopping center, The Outlet Collection Seattle is undertaking a shift to become a pure outlet center. The center is enjoying tremendous success in leasing spaces to new tenants who have committed to being part of the transformation to an upscale, premium collection of top tier outlet retailers. The next several months will bring about indoor and outdoor renovations and the introduction of new retailers, with the changes being complete in October 2013.

About the Role

The Marketing Director plays a vital role in communicating the upcoming transformation of The Outlet Collection Seattle and in continuing the position the outlet center plays in its local and regional communities.

The Marketing Director also works closely with the General Manager to ensure the outlet center operates smoothly, maximizes advertising opportunities and increases the number of shopping visits. "This is a diverse and varied role," stated Greg Fleser.

About Caroline Sorensen

Caroline Sorensen is a marketing professional whose experience includes copywriting, project coordination and newspaper advertising. Her six years residing in Auburn and her consistent volunteer involvement in diverse facets of the community contribute to Caroline Sorensen's intimate knowledge of the local region. Her knowledge of The Outlet Collection Seattle's target market and current promotions such as License to Shop, Magical Night of Giving and Earning for Learning will drastically shorten her learning curve in the Marketing Director role and provide insight to the mind of the local and long-distance consumer.

If successful, Caroline Sorensen will begin as Marketing Director in July 2012.

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