



Media Release

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Salmon Run Mall Announces the arrival of Gander Outdoors

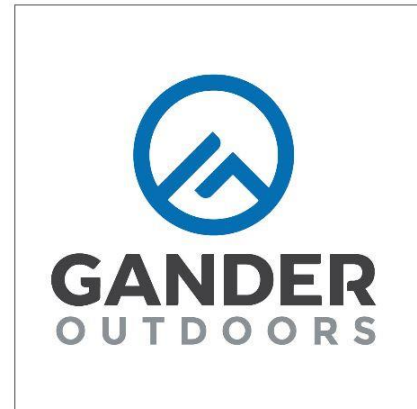
(WATERTOWN, NY) – Salmon Run Mall is pleased to announce the arrival of Gander Outdoors. Gander Outdoors is a new anchor store and will be located between Best Buy and Christmas Tree Shops & That, off the Food Court.

The approximately 55,000 sf Gander Outdoors will be one of five stores that will open this summer in New York.

Gander Outdoors is a leading outdoor retailer that operates in local communities and online to serve all their customers, no matter where they live. Gander provides outdoor enthusiasts with regionally and seasonally relevant products priced competitively to fit their family's outdoor needs. Gander Outdoors is proud to be a part of the Camping World family of brands with other reputable organizations like Good Sam and Overton's.

"Gander Outdoors is another best in category tenant we are bringing to the mall", stated Karla Woods, Marketing Director at Salmon Run Mall.

To get the latest updates and information on this and other events at Salmon Run Mall, please visit our website, www.shopsalmonrunmall.com, like us at www.facebook.com/salmonrunmall or follow us at www.twitter.com/ShopSalmonRun.



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About Salmon Run Mall:

Salmon Run Mall is the premier shopping and entertainment destination for the Northern New York market, including a very strong Canadian segment. The center is anchored by Best Buy, Burlington Coat Factory, Sears, JC Penney, Dick's Sporting Goods, Bon Ton and Christmas Tree Shops and offers more than 70 retail shops, a 12-screen stadium seat theater, food court and full-service sit down restaurant. Additional information regarding Salmon Run Mall can be found at: www.shopsalmonrunmall.com

About Pyramid Management Group, LLC:

Pyramid Management Group, owner of Salmon Run Mall, is one of the largest, most innovative privately-held shopping center developers in North America. Headquartered in Syracuse, NY, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 17 properties located throughout New York, Massachusetts and Virginia. Pyramid is an industry leader in combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit www.pyramidmg.com

