

## **SILVER SANDS PREMIUM OUTLETS AWARDED 2015 TRIPADVISOR CERTIFICATE OF EXCELLENCE**

**Recognized as Top Performing: Silver Sands Premium Outlets as Reviewed by Travelers on the World's Largest Travel Site**

**MIRAMAR BEACH, FL – June 2, 2015 – [TripAdvisor](#)®** announced today that Silver Sands Premium Outlets has received a [TripAdvisor](#)® Certificate of Excellence award. Now in its fifth year, the award celebrates excellence in hospitality and is given only to establishments that consistently achieve great traveler reviews on TripAdvisor. Certificate of Excellence winners include accommodations, eateries and attractions located all over the world that have continually delivered a superior customer experience.

When selecting Certificate of Excellence winners, TripAdvisor uses a proprietary algorithm to determine the honorees that takes into account the quality, quantity and recency of reviews and opinions submitted by travelers on TripAdvisor over a 12-month period as well as business's tenure and ranking on the Popularity Index on the site. To qualify, a business must maintain an overall TripAdvisor bubble rating of at least four out of five, have a minimum number of reviews and must have been listed on TripAdvisor for at least 12 months.

"Winning the TripAdvisor Certificate of Excellence is a true source of pride for the entire team at Silver Sands Premium Outlets, and we'd like to thank all of our past guests who took the time to complete a review on TripAdvisor," said Katie Johnson, director of marketing and business development for Silver Sands Premium Outlets. "There is no greater seal of approval than being recognized by one's customers. With the TripAdvisor Certificate of Excellence based on customer reviews, the accolade is a remarkable vote of confidence to our business and our continued commitment to excellence."

"TripAdvisor is pleased to honor exceptional hospitality businesses that have received consistent praise and recognition by travelers on the site," said Marc Charron President, TripAdvisor for Business. "By putting a spotlight on businesses that are focused on delivering great service to customers, TripAdvisor not only helps drive increasing hospitality standards around the world, it also gives businesses both large and small the ability to shine and stand out from the competition."

### **About Silver Sands Premium Outlets**

Silver Sands Premium Outlets is a 465,000 square-foot, 110-store outlet center. The outdoor center features designer brands including Banana Republic, Brooks Brothers, Calvin Klein, Coach, Cole Haan, DKNY, Gap Outlet, J.Crew, Kate Spade New York, Michael Kors, Nautica, Nike, Polo Ralph Lauren, Saks Fifth Avenue Off 5th, Tommy Hilfiger and more. For more information visit [premiumoutlets.com/silversands](http://premiumoutlets.com/silversands).

Silver Sands Premium Outlets is a joint venture of Howard Group and Simon.

### **About Simon Premium Outlets**

The global Simon Premium Outlets portfolio offers exceptional brands at extraordinary savings through a diverse mix of luxury, designer and popular retailers representing the best in fashion, family and home. Our 81 Simon Premium Outlets in the United States, Puerto Rico, Canada, Japan, Malaysia, Mexico and South Korea are some of the most iconic and productive shopping destinations for residents and travelers including Woodbury Common (New York City), Orlando, Desert Hills (Palm Springs), Las Vegas and Wrentham Village Premium Outlets (Boston). For

more information visit [premiumoutlets.com](http://premiumoutlets.com) or follow Premium Outlets on Facebook, Twitter, Instagram and Pinterest.

### **About Howard Group**

Howard Group is a portfolio real estate development company specializing in premier commercial, hospitality and residential developments in Northwest Florida. Established in 1988, Howard Group is responsible for the development of the acclaimed Silver Sands Factory Stores. Howard Group's latest project is the distinctive Grand Boulevard at Sandestin® Town Center, which includes two Marriott hotels, exclusive shops, destination restaurants, state-of-the-art office space and a lush park. The company has also developed several upscale gulf-front resort and residential communities such as Vizcaya at Dune Allen and Stallworth Preserve. Heron Harbor is a future project in Destin that is being designed as a mixed-use community that will include retail, office, residential and marina components. A diverse and visionary company, Howard Group places a primary emphasis on sustainable and responsible development of prime real estate. For more information, visit [www.howardgrp.com](http://www.howardgrp.com) or call (850) 837-1886.

### **About TripAdvisor**

TripAdvisor® is the world's largest travel site\*, enabling travelers to plan and book the perfect trip. TripAdvisor offers trusted advice from travelers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find the best hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 340 million unique monthly visitors\*\*, and more than 225 million reviews and opinions covering more than 4.9 million accommodations, restaurants and attractions. The sites operate in 45 countries worldwide. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 24 other travel media brands: [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruisecritic.com](http://www.cruisecritic.com), [www.everytrail.com](http://www.everytrail.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.thefork.com](http://www.thefork.com) (including [www.lafourchette.com](http://www.lafourchette.com), [www.eltenedor.com](http://www.eltenedor.com), [www.iens.nl](http://www.iens.nl) and [www.besttables.com](http://www.besttables.com)), [www.gateguru.com](http://www.gateguru.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.onetime.com](http://www.onetime.com), [www.oyster.com](http://www.oyster.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.tingo.com](http://www.tingo.com), [www.travelpod.com](http://www.travelpod.com), [www.tripbod.com](http://www.tripbod.com), [www.vacationhomerentals.com](http://www.vacationhomerentals.com), [www.viator.com](http://www.viator.com), [www.virtualtourist.com](http://www.virtualtourist.com), and [www.kuxun.cn](http://www.kuxun.cn).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, December 2014

\*\*Source: Google Analytics, average monthly unique users, Q1 2015

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