

OUTLETS OF MISSISSIPPI



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FOR IMMEDIATE RELEASE

OUTLETS OF MISSISSIPPI ANNOUNCES GRAND OPENING OF CONNECTION CITY ePLEX™ AND TAX FREE WEEKEND SHOPPING

PEARL, MS (Monday, July 27): The Outlets of Mississippi, the state's largest outlet shopping destination located minutes from the capital city of Jackson in the city of Pearl, is excited to announce the Grand Opening of **Connection City ePLEX™** is this coming Thursday, July 30!

Connection City ePLEX™, a state-of-the-art esports arena, will be located directly across from the Outlets of Mississippi Food Court! It offers a full array of gaming activities for the esports enthusiast as well as premium virtual reality systems that utilize the latest in wireless VR technology for the ultimate virtual reality experience. This world-class facility offers the best in both gaming and VR! Gamers will love the winning combination of high-end HP Omen PCs and low ping from the 1.5Gig backhaul. The ePLEX™ has 50 gaming stations and an elevated arena stage built for fans to watch—just like the pros! Gamers of all ages can play individually by the hour, join leagues, or compete in weekly, cash-prize tournaments like Fortnite, Call of Duty and several others. The membership plan offers great values and special perks.

The ePLEX™ will feature two VR Studios ATOM units, three wireless HTC Vive pods for free roam play, as well as two pods featuring the most popular (and addictive!) VR games around such as Angry Birds and Beat Saber. There is a 100% guarantee for fun for all ages! But VR is much more than just games. Discover the world in VR by touring famous museums, climbing Mt. Everest, or swimming with whales... there are hundreds of experiences to discover!

The ePLEX has three party rooms that are perfect for your next birthday party or corporate event. Have an unforgettable special day at Connection City ePLEX™!

The ePLEX™ will eventually offer a Clutch Bar for refreshments, energy drinks, sodas, and snacks, as well as domestic and imported beer including up to ten taps of regional and local craft beer, wine, and cocktails.

The ePLEX™ is serious about being sanitary. All gaming equipment is cleaned after every customer use. The ePLEX™ uses CleanBox ultraviolet technology on our VR headgear that is specifically designed for VR/AR venues and is proven to destroy bacteria, viruses and other microbes.

To schedule an interview with The ePLEX™ Team for Friday, July 31, please contact Eva Seidel at evas@theplex.com.



Enjoy extra savings during Tax Free Weekend at Outlets of Mississippi this Friday, July 31 and Saturday, August 1! Find incredible deals for back-to-school shoes, apparel, backpacks, uniforms and more from the top name brands you love. Store hours vary. Please visit www.OutletsofMS.com/directory for individual store hour listings.

To schedule an interview to discuss tax free weekend shopping for Friday, July 31, please contact Shanna at shead@outletsofms.com.

ABOUT THE OUTLETS OF MISSISSIPPI

At 325,000 square feet the Outlets of Mississippi is the largest outlet shopping destination in Mississippi. Located minutes from the capital city of Jackson in the city of Pearl, the outlet shopping destination features a collection of leading designer and name brands including Polo Ralph Lauren Factory Store, Bath & Body Works, Coach Outlet, Carter's Babies & Kids, Michael Kors, Banana Republic Factory Store, francesca's, Gap Factory Store, Ann Taylor, LOFT, Chico's Outlet, Levi's®, adidas, Nike Factory Store, Under Armour® and VF® Outlet among many more, which offer every day savings of up to 65 percent off regular retail prices. Visit www.outletsofms.com for more information including a complete store directory, sale and special event information and driving directions.

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