

# THE CHILDREN'S PLACE

FOR IMMEDIATE RELEASE

## **THE CHILDREN'S PLACE OPENS AT 23 BROAD STREET**

ELIZABETH, NJ has a new **PLACE** to shop for children's apparel. **THE CHILDREN'S PLACE (NASDAQ: PLCE)**, a leading children's specialty apparel retailer, provides fashionable high-quality merchandise at value prices for newborn to size 14.

To celebrate its July 11<sup>th</sup> grand opening, **THE CHILDREN'S PLACE** is hosting a number of events:

- The first two hundred customers to make a purchase of \$20 or more at **THE CHILDREN'S PLACE** at 23 Broad Street will receive a **PLACE Play Pack**.
- All customers making in-store purchases during grand opening week will receive a coupon for 15% off their next purchase.
- The Chamber of Commerce ribbon cutting ceremony will be held on July 13<sup>th</sup> at 11:00 a.m.

The Children's Place offers Big Fashion at Little Prices®. The store provides head-to-toe outfitting for infants, young children and tweens, including apparel, accessories and shoes. Get a head start on fall with a sneak peak of our fall collection in stores now. Moms will find must-have pieces as their little ones head back to school with our latest collection which showcases fall's hottest trends at prices you can't beat.

23 Broad Street is the company's 48<sup>th</sup> store in New Jersey. **THE CHILDREN'S PLACE** looks forward to an exciting future in Elizabeth and hopes all of 23 Broad Street neighbors will join in celebrating the grand opening of its newest location.

### **About The Children's Place Retail Stores, Inc.**

The Children's Place is the largest pure-play children's specialty apparel retailer in North America. The Company designs, contracts to manufacture and sells fashionable, high-quality merchandise at value-prices under the proprietary "The Children's Place" brand name. As of January 1, 2011, the Company owned and operated 1,008 The Children's Place stores and an online store at [www.childrensplace.com](http://www.childrensplace.com).

### **MEDIA CONTACTS:**

Lorena Pino, (201) 453-7569

Jane Singer, (201) 453-6955

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