



PEI FACTORY SHOPS AT COWS CREAMERY

Charlottetown
Prince Edward Island
Canada



www.peifactoryshops.com

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FACTORY SHOPS & COWS CREAMERY
- CURRENT SITE/LEASE PLAN INSIDE

Atlantic Canada's Top Tourist Destination

Join COWS CREAMERY at the PEI FACTORY SHOPS, located in Charlottetown (west of the downtown area). This fashionable shopping outlet complex is already popular to both the 1.4 million visitors and 141,000 locals spending millions of dollars in Prince Edward Island each year.

In 2010, 42 cruise ships docked at the Charlottetown Port, bringing nearly 100,000 passengers and crew to the Island.

50 Yard Line Location

The PEI FACTORY SHOPS location (just off Highway #1 on the North River Causeway) makes it easily accessible to those traveling to

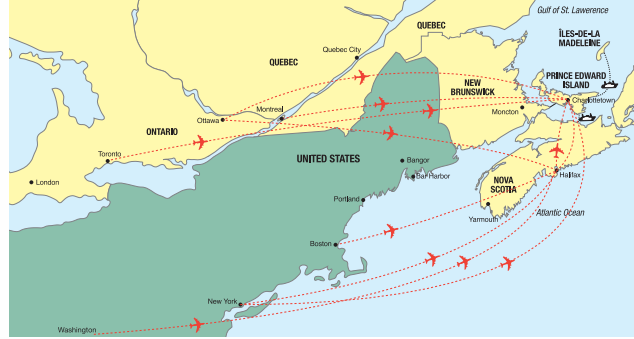
Prince Edward Island by car across the Confederation Bridge, flying into Charlottetown Airport, cruising into the Historic Charlottetown Seaport, or sailing to the Island on Northumberland Ferries. COWS CREAMERY has decided to locate here because their analysis determined that it is simply the best location on Prince Edward Island.

Existing Retailers Find Success

The already successful PEI FACTORY SHOPS is expanding from 16,000 square feet to over 100,000 square feet. The shopping complex is expanding to better serve the growing tourist market and locals on Prince Edward Island. The PEI FACTORY SHOPS welcomed COWS CREAMERY in early 2009. COWS CREAMERY is the NEW home to COWS Ice Cream making facility, screen print operation, and cheese maturing room for its award winning "Avonlea Clothbound Cheddar". And of course, it houses a NEW COWS Ice Cream and retail store.

COWS CREAMERY to Become Region's Top Tourist Attraction

The most visited tourist attraction in Vermont is the Ben and Jerry's Ice Cream Factory. COWS CREAMERY plans to become the most visited tourist attraction of Atlantic Canada.



COWS Ice Cream was chosen "Best Ice Cream in Canada" by Reader's Digest magazine.



This 32,000 square foot complex is designed specifically for tours. Visitors are welcome to watch a short movie in the Milky Whey Theatre – about the history of COWS, and then are led to watch the production of ice cream, t-shirts and cheese. In true COWS fashion, the tour is designed to provide a unique and memorable experience.

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Strong Market for Meetings and Conventions

2009 saw the "Best Year" ever for the Meetings and Convention Market on Prince Edward Island. The conventions saw an impact of approximately \$22 million to the local economy.

Prince Edward Island, Canada's smallest and greenest province, known for the vivid colours of its gently rolling landscape, draws millions of new and repeat visitors each year. Surrounded by miles of sandy beaches and red sandstone cliffs the island is sized just right for touring. Complimenting PEI FACTORY SHOPS and COWS CREAMERY, the Gentle Island has many other great attractions and activities:

- Warmest beaches North of the Carolinas
- Touring and sightseeing – endless possibilities
- Golf 25 courses- Canada's number one golf destination
- Hiking & Cycling Rails to Trails, Kayaking
- Bird watching
- Anne of Green Gables
- Boating
- Festivals and Events- Cavendish Beach Music Festival, BMO Nesbitt Burns PEI MARATHON (A Boston Marathon qualifier, International Shellfish Festival, Fall Flavours...
- Theatre and Music - Confederation Center, ECMA's, ...
- Crafts, Pottery and Jewellery
- Culinary Experiences – Lobster and other seafood delicacies to start.
- National Parks of Canada
- Canada's Birthplace Historical Attractions
- RED SHORES Racetrack and Casino
- **PEI Factory Shops will bring the missing ingredient - fantastic outlet shopping.**

Be a Part of This Success Story!!!

Traffic generated by COWS CREAMERY on the site as well as our marketing plans for PEI Factory Shops will tap into the free-spending tourist market and the local/regional markets. COWS CREAMERY will be the flagship attraction of PEI Factory Shops and make it **the premiere outlet shopping destination of eastern Canada**. PEI Factory Shops and COWS CREAMERY will become an award winning Canadian attraction. **GROW YOUR BUSINESS AND JOIN PEI FACTORY SHOPS AND COWS CREAMERY!**

