



## Media Release

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### **Call it a Comeback: Clothing Retailer Charlotte Russe to Re-Open at Salmon run Mall**

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*Watertown, NY is one of 10 locations across the Pyramid portfolio to re-open as part of the brand's re-launch strategy to open 100 stores and a new online experience after closing down earlier this year.*

**WATERTOWN, NY**—YM Inc., new owner of Charlotte Russe, is re-launching Charlotte Russe retail outlets across the U.S., with 100 planned locations set to re-open, including at Salmon Run Mall. In total, the brand will be re-opening 10 locations across the Pyramid portfolio—the largest, most innovative, privately-held shopping center developer in the northeast.

“We are incredibly excited to welcome back the Charlotte Russe brand to Salmon Run Mall for our guests who love the brand’s affordable, on-trend fashions,” said Karla Woods, Marketing Director, Salmon run Mall. “A move like this speaks volumes about how dynamic, market-dominating and high-performing Salmon Run Mall is, and we know our guests share in the excitement of welcoming Charlotte Russe back.”

Pyramid shopping centers and approximate openings include:

- **July**
  - Walden Galleria
  - Holyoke Mall
- **August**
  - Poughkeepsie Galleria
- **September**
  - Crossgates
- **October**
  - Palisades Center
  - Destiny USA
- **November**
  - Salmon Run Mall
  - Manassas
- **December**
  - Sangertown Square

Charlotte Russe is a fashion brand for young women, offering affordable on-trend apparel, shoes and accessories for all sizes, with a fun and engaging shopping experience.

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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, Gander Outdoors, JC Penney, Dick's Sporting Goods, 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](http://www.shopsalmonrunmall.com)



**About Pyramid Management Group, LLC**

Pyramid Management Group, owner of Destiny USA, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist, and entertainment destinations dominate the northeast, with 19 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has lead the industry by combining the best elements of traditional retail with world-class dining, entertainment and hospitality, all under one roof. For more information, visit [www.pyramidmg.com](http://www.pyramidmg.com).

**About Charlotte Russe**

Charlotte Russe is a fashion brand for young women, offering affordable on-trend apparel, shoes and accessories for all sizes, with a fun and engaging shopping experience wherever and whenever she wants. For more information, please visit <http://www.CharlotteRusse.com> and on Instagram @CharlotteRusse.

**About YM Inc.**

At YM Inc., we love fashion and believe that everyone should have access to clothing they love to wear. We make it our mission to not only provide the latest styles and trends, but to make them attainable and affordable. Our obsession for fashion shows in everything we do. Across all our brands, we provide value for today's trends for kids, teens and adults. By developing the best shopping experiences and offering the best retail brands and prices, we are well positioned to continue our success, now and in the future. To find out more, please visit [www.ym-inc.com](http://www.ym-inc.com).