

Century 21 Department Store Announces August 10th, 2006 Grand Opening of its Newest Designer Label Discount Megastore at Bergen Mall, Paramus, NJ

New York's Best Kept Secret Comes to Paramus, New Jersey with a Grand Opening Celebration and Ribbon Cutting on Thursday, August 10th, 2006

PARAMUS, NJ – Aug. 4 (SEND2PRESS NEWSWIRE) – The wait is over. Bergen County, New Jersey residents will soon experience the magic of the legendary Century 21 Department Store with the opening of “New York's Best Kept Secret” at the Bergen Mall, on Thursday, August 10th, 2006. As the Bergen Mall embarks on an ambitious makeover, its main star, Century 21 Department Store, is ready to shine.



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“We are thrilled to be a part of this incredible community. We look forward to providing the premiere off-price shopping experience in Paramus” says Century 21 Department Store Manager Stacy Brasner.

**(Photo Caption: Century 21 Department Store at the Bergen Mall, Paramus, New*

Jersey. Photo by Walt Koval.)

The Paramus, New Jersey retail scene is about to change forever with the opening of Century 21 Department Store's new 135,000 square foot mega store on two floors. Century 21 Department Store will carry Men's, Women's and Children's Designer Label and Brand Name Apparel, Accessories, Handbags, Shoes, Lingerie and Jewelry; as well as Junior's and Young Men's Fashions, Housewares, Domestic, Home Decor, Tabletop and Luggage.

"Because of our exceptional discount prices we're not allowed to name the Designer Labels and Famous Brands" says Century 21 Department Store Executive VP of Operations Jeff Jasner, "but you'll recognize them instantly."

The Grand Opening will begin on Thursday, August 10th at 9:30 a.m. with the official ribbon cutting by Paramus Mayor James Tedesco and Century 21 Department Stores Chief Executive Officer, Al Gindi. A fun-filled day of shopping, activities and entertainment will follow.

Century 21 customers will receive a high-value FREE GIFT with purchase during the Grand Opening Celebration at the Bergen Mall.

About Century 21 Department Stores

Century 21 Departments Stores, established in 1961, is legendary for its exceptional offering of designer label and brand name merchandise sold at unbelievable prices. A quality fashion leader for over 40 years, Century 21 Department Stores is known for its trendsetting styles and first quality assortment of merchandise.

From the newest looks to the timeless classics, from casual to career, from day into night, Century 21 Department stores dresses the entire family in the top names in fashion at discount prices. The company is an established leader in the retail industry and was recently voted as New York's #1 Discount Store by ZAGAT SURVEY.

Century 21 Department stores is headquartered in New York City. With the Grand Opening of the Bergen Mall, in Paramus, New Jersey the chain will operate 5 stores, including: Lower Manhattan, New York City; Brooklyn, New York; Westbury, Long Island; and Morristown, New Jersey.

WEBSITE:

www.c21stores.com

For more information, contact:

Renee Farman
Century 21 Department Stores
Marketing & Press Relations
212-227-9092, ext 2265

Heather Feinmel
Century 21 Department Stores

212-227-9092, ext 431

Media Contact:
Walter Koval
Integrated Marketing Solutions
302.893.7263

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