

UNION SQUARE REPORTS RECORD CHRISTMAS SALES PERIOD AS YEAR DRAWS TO AN END

Almost 12million people through the door in one year

Aberdeen's Union Square recorded its best Christmas footfall figures so far as over 1.1 million people flocked to the shopping centre during the Christmas period*.

The high footfall concludes what has been a bumper Christmas period for the centre, up an average of 29 per cent on the same four weeks last year.

Almost 12 million people have come through the doors of Union Square since the 1st January 2010.**

Shoppers formed queues at jewellery store Rox and clothing retailers Next and Hollister throughout the pre-Christmas and boxing Day sales period but big ticket items such as HD TVs also sold well. With many retailers adding extra sales lines and cutting prices further for January, it is anticipated that the busy period to continue into 2011.

Ryan Manson, general manager at Union Square said: "We've had a fantastic year. People now come from all over Scotland to shop here - over 60 per cent of our outlets are new to Aberdeen and many stores, such as Hollister, are new to Scotland or even the UK. The high footfall shows we have made an impact on the Scottish retail scene."

Christmas at Union Square has been exceptionally busy with footfall up on average 25 per cent on last year. Sales have been very strong with people picking up big ticket items like TV's and other entertainment technology. We anticipate that trading will remain strong as people look to spend their Christmas money in the January sales."

*1,182,051 people through the doors between 1st December and 31st December

**Footfall for the year – 11,740,006 (January 1st – December 31st 2010)

Ends

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Notes to editors:

Union Square

Union Square is Aberdeen's newest retail and leisure quarter. Developed by Hammerson, the centre includes over 40 retailers across the main mall and shopping park (including Apple, Zara, Cult and world first, Gio-Goi), 19 restaurants and eateries (including new to the city Wagamama and new to Scotland Spur Steak and Grill and Giraffe), a 203 bed Jurys Inn hotel and 10 screen multiplex Cineworld cinema, Aberdeen's largest cinema.

The centre is integrated with the city's bus and rail station, so is easily reached from all major routes. There are also 1,700 car parking spaces available.

www.unionsquareaberdeen.com.