

THE CHILDREN'S PLACE

FOR IMMEDIATE RELEASE

THE CHILDREN'S PLACE OPENS AT THE GRAND TETON MALL

IDAHO FALLS, ID 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 April 18th 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 The Grand Teton Mall 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 April 20th 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. The summer collection is currently available in stores, offering moms fresh cool looks and colorful basics just in time for summer.

Grand Teton Mall is the company's 4th store in Idaho. **THE CHILDREN'S PLACE** looks forward to an exciting future in Idaho Falls and hopes all of Grand Teton Mall 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.

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