



Simon Launches New Online Retail Platform

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ShopPremiumOutlets.com Marks Simon's Innovative Entry into e-Commerce, with an Omnichannel Twist

INDIANAPOLIS, March 26, 2019 /PRNewswire/ -- Simon®, a global leader in premier shopping, dining, entertainment and mixed-use destinations today announced the beta launch of [Shop Premium Outlets® \(SPO\)](#) - a new online outlet shopping platform designed to drive incremental business both online and in the stores of participating retailers. SPO will enable the highly engaged Premium Outlets® customer base to shop 24/7 for their favorite fashion, luxury and lifestyle brands, all in one place, up to 65 percent off every day.



"We're excited to announce our new fifth platform, SPO, and we're currently in the early stages of beta-testing with our VIP Shopper Club. We've received significant interest from the brands and retailers currently in Premium Outlets® and we're on schedule to launch to the general public later this spring," said David Simon, Chairman of the Board of Directors, Chief Executive Officer and President of Simon. "We're utilizing the powerful equity and consumer connectivity of our Premium Outlets® platform to drive incremental traffic and sales for brands and retailers, both online and in-store. This is not your typical marketplace and the brands will be the heroes of the experience and will not get lost in the crowd," he added.

Premium Outlets® currently generates billions of dollars of sales each year and hundreds of millions of visits to iconic centers such as Woodbury Common Premium Outlets®, Desert Hills Premium Outlets®, San Francisco Premium Outlets®, Las Vegas Premium Outlets® and Orlando Vineland Premium Outlets®. Simon's pre-established customer base means it's uniquely positioned to overcome the typical customer acquisition challenges in the e-commerce space.

"Millions of people love shopping Premium Outlets® and SPO will offer them the convenience of discovering the best outlet deals, anytime and anywhere. We're beta-testing the platform with just under 2,000 brands and over 300,000 products," said David Simon.

About Simon Premium Outlets®

The global Simon Premium Outlets® portfolio offers exceptional brands at extraordinary savings through a diverse mix of luxury, designer and homeware retailers. Our Simon Premium Outlets® in the United States, Puerto Rico, Canada, Japan, Malaysia, Mexico and South Korea are some of the most iconic and productive shopping destinations for residents and travelers including Woodbury Common Premium Outlets® (New York City), Orlando Premium Outlets®, Desert Hills Premium Outlets® (Palm Springs), Las Vegas Premium Outlets® and Wrentham Village Premium Outlets® (Boston). For more information visit [premiumoutlets.com](#) or follow Premium Outlets on [Facebook](#), [Twitter](#), and [Instagram](#).

About Simon

Simon is a global leader in the ownership of premier shopping, dining, entertainment and mixed-use destinations and an S&P 100 company (Simon Property Group, NYSE: SPG). Our properties across North America, Europe, and Asia provide community gathering places for millions of people every day and generate billions in annual sales. For more information, visit [simon.com](#).

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