



## Simon Announces Its Unique New 5% Back Visa® Simon Giftcard® In Time For Holiday Giving

November 3, 2016

INDIANAPOLIS, Nov. 3, 2016 /PRNewswire/ -- Simon®, the global leader in retail real estate, today announced that it has launched its 5% Back Visa® Simon Giftcard®, just in time for the 2016 holiday season. Simon has joined with Blackhawk Network to deliver this innovative card that is unique to the mall industry and provides consumers with five percent back for every purchase made at participating retailers.



The Giftcards are available for purchase at all Simon Malls®, The Mills® and Premium Outlets® at their Guest Services or Mall Offices and are good anywhere Visa debit cards are accepted. The cards come in variable denominations from \$20 to \$500 and deliver 5% back at more than 70 participating retailers and restaurants. The five percent back on purchases will be automatically credited back to the Simon Giftcard® within 48 hours.

"Launching this innovative card is an example of how we lead the industry in this category. No other mall developer can match our product offering or our productivity," said Mikael Thygesen, Simon's Chief Marketing Officer. "With 64 percent of Americans saying they will purchase a gift card this holiday season\*, this new product makes the ideal gift."

For a complete list of participating retailers, and to check the balance on Simon Giftcards, visit [simongiftcard.com](http://simongiftcard.com).

*\*According to the ICSC'S 2016 Holiday Shopping Intentions Survey*

### About Simon

Simon is a global leader in retail real estate ownership, management and development and an S&P100 company (Simon Property Group, NYSE:SPG). Our industry-leading retail properties and investments across North America, Europe and Asia provide shopping experiences for millions of consumers every day and generate billions in annual retail sales. For more information, visit [simon.com](http://simon.com).



Photo - <http://photos.prnewswire.com/prnh/20161102/435548>  
Logo - <http://photos.prnewswire.com/prnh/20150227/178536LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/simon-announces-its-unique-new-5-back-visa-simon->

[giftcard-in-time-for-holiday-giving-300356248.html](https://www.simon.com/giftcard-in-time-for-holiday-giving-300356248.html)

SOURCE Simon

Maria Weber, Simon, 317-263-7191, maria.weber@simon.com