



Simon Debuts AC Hotel Atlanta Buckhead At Phipps Plaza

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Stylish European-Inspired Hotel is Latest Evidence of Multi-Year Transformation of Phipps Plaza

ATLANTA, Aug. 22, 2016 /PRNewswire/ -- Simon, a global leader in retail real estate, in partnership with Noble Investment Group ("Noble"), announced today the opening of the acclaimed AC Hotels by Marriott® brand at Phipps Plaza -- the Southeast's top luxury shopping destination located in the heart of Atlanta's fashionable Buckhead district. Positioned at the intersection of Peachtree Road and Wieuca Road and adjacent to Nordstrom at Phipps Plaza, the AC Hotel by Marriott Buckhead is the brand's first hotel in Atlanta and only its eighth in the United States.



Founded in 1998, AC Hotels is one of the most sought-after hotel brands throughout Europe, and has become synonymous with modern, first class European-inspired accommodations, generous amenities, and value for the discerning traveler. Along with 166 guest rooms and suites, 24-hour health and fitness including indoor swimming, local companies will be able to take advantage of the 2,500-square-feet of executive meeting space as well as the AC Library. Guests will enjoy a breakfast selection of self-serve European fare in the AC Kitchen, while the AC Lounge will boast tapas-inspired small bites, craft beers, cocktails, specialty wines, and also features an outdoor patio.

Recently unveiled in March of this year, Phipps Plaza's Peachtree Road entrance has been transformed to be an elegant façade of storefronts representing some of the coveted brands that call Phipps Plaza home, including Jeffrey, Versace, Tiffany & Co., Giorgio Armani, BOSS Hugo Boss and Bottega Veneta. The new entrance features intricately designed perforated metal panels and a backlit glass curtain wall that creates a vibrant gateway to the property both day and night.

Rounding out Phipps Plaza's enhancement project, the "Domain at Phipps Plaza," a residential development with 319 mid-rise, urban-style luxury residences, is opening in phases starting this fall. Please go to domainatphippsplaza.com for more information.

"The addition of the AC Hotel and Domain residences combined with the new aesthetic of the center will enhance the way our guests experience Phipps Plaza," said David Contis, President, Simon Malls. "We anticipate residents and businesses in Atlanta will enjoy the hotel as a meeting and business destination, as well as a lounge hot spot, and visitors to the area will have a new place to call home as they enjoy upscale hospitality and shopping at Atlanta's most beloved luxury retail destination."

"AC Hotels by Marriott is a new breed of lifestyle hotels created for the next-generation entrepreneurial traveler. Collaborating with a pioneering company like Simon, who shares our passion for beautiful design and style, has taken our brand to the next level," said Tina Edmundson, Global Officer, Luxury and Lifestyle Brands, Marriott International. "AC Hotel Atlanta Buckhead at Phipps Plaza's location provides access to stylish spaces that inspire and connect like-minded guests and locals alike."

"We are proud to introduce the highly-anticipated AC Hotel to our business colleagues, friends and neighbors in the Buckhead community who will enjoy experiencing first class hospitality integrated within Phipps Plaza, the region's most vibrant luxury retail destination," said Mit Shah, CEO, Noble Investment Group.

About Phipps Plaza

Located in Atlanta's prestigious Buckhead area, Phipps Plaza is the Southeast's premier upscale shopping destination, and is a Simon mall. Its diverse and exclusive mix of fashion and luxury retail features signature shops for Gucci, Versace, Jeffrey, Giorgio Armani, Valentino, Hugo Boss and Bally plus Tiffany and Co., and is anchored by Nordstrom, Saks Fifth Avenue and Belk. Phipps Plaza also offers popular dining and entertainment experiences including two white-tablecloth restaurants – Davio's Northern Italian Steakhouse and The Tavern– a 14-screen AMC Theatre with luxury recliners in all auditoriums, and LEGOLAND Discovery Center. For a directory of stores and upcoming events, visit simon.com or find us at facebook.com/phippsplazabuckhead, twitter.com/ShopPhippsPlaza, and instagram.com/shophippsplaza.

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.

AC Hotels by Marriott

AC Hotels by Marriott®, a lifestyle brand that celebrates a new modern aesthetic complemented by a European soul and Spanish roots boasts more than 90 design-led hotels in Spain, Italy, Portugal, Denmark, Turkey, France, Mexico and the United States. Design-driven AC Hotels edit away the unnecessary to remove friction, providing thoughtfully designed moments of beauty, allowing guests to focus on what's important to them. Property highlights include design-savvy guest rooms with sleek furnishings and intuitive technology features. For more information, visit ac-hotels.com, Instagram: @achotels, Facebook: facebook.com/achotels, Twitter: @achotels

About Noble Investment Group

Since 1993, Noble has specialized in the lodging and hospitality industry. Through its private equity real estate funds, Noble has invested more than \$3 billion throughout the United States in premium branded hotels affiliated with Marriott, Hyatt, Hilton and InterContinental. For additional information, please visit www.nobleinvestment.com.

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