



Simon Brand Ventures To Begin Direct Sales Of Backlit Ad Panels

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INDIANAPOLIS, Oct. 5, 2015 /PRNewswire/ -- Simon Brand Ventures, the media sales arm of Simon Property Group, announced today that it will become the exclusive sales agent of the popular Backlit Ad Panels at 122 Simon® shopping centers. Forty-eight centers will transition January 1, 2016; 19 centers on April 1, 2016; 52 centers on June 1, 2016; and the remaining three centers on July 26, 2016.



Many iconic Simon properties are part of the transition, including The Galleria (Houston), Lenox Square (Atlanta), Fashion Center at Pentagon City (Washington, DC), Copley Place (Boston), Dadeland Mall (Miami), The Shops at Mission Viejo (Los Angeles / Orange County), Roosevelt Field (NYC), and King of Prussia (Philadelphia), among others.

"Adding Backlit Ad Panels to our proprietary media offering, which already includes SkyBanners, Large Format Digital Screens, BriteWalls, Spectaculars, and WallScapes, will streamline the planning and buying process for our agency and client partners," said Chip Harding, Senior Vice President of Simon Brand Ventures.

"Strategically, this is the right time for us to take direct control and ownership over this important media asset in these centers," added Mikael Thygesen, President of Simon Brand Ventures. "No one is better positioned than we are to market and sell our medium. We have outperformed the overall out-of-home advertising market by a wide margin over the past five years and we expect that trend to continue. The addition of Backlit Ad Panels to our offering will only help propel our business forward."

The complete list of the transition properties by market is attached.

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About Simon

Simon is a global leader in retail real estate ownership, management and development and a 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.

Phase 1

Effective: January 1, 2016

Atlanta, GA

Lenox Square
Mall of Georgia
Phipps Plaza

Austin, TX

Barton Creek Square

Boston, MA

Burlington Mall
Copley Place
The Mall at Rockingham Park
Northshore Mall
Solomon Pond Mall
South Shore Plaza

New York, NY

Livingston Mall
Menlo Park Mall
Newport Centre
Ocean County Mall
Rockaway Townsquare
Roosevelt Field Mall
Smith Haven Mall
Shops at Nanuet
The Westchester
The Galleria at White Plains
Walt Whitman Shops

New Orleans, LA

The Esplanade

Square One Mall
The Mall of New Hampshire

Oklahoma City, OK
Penn Square Mall

Chicago, IL
Orland Square

Orlando, FL
Florida Mall

Columbus, OH
The Mall at Tuttle Crossing

Pittsburgh, PA
Ross Park Mall

Dallas, TX
North East Mall

Providence, MA
Emerald Square

Detroit, MI
Briarwood Mall

Reno, NV
Meadowood Mall

Houston, TX
Houston Galleria

San Francisco, CA
Santa Rosa Plaza
Stoneridge Shopping Center

Indianapolis, IN
Circle Centre
The Fashion Mall at Keystone

Seattle, WA
Northgate Shopping Center
Tacoma Mall

Los Angeles, CA
Brea Mall
The Shops at Mission Viejo

Tampa, FL
Tyrone Square

Miami, FL
Dadeland Mall
Miami International
The Falls

Washington DC
The Fashion Centre at Pentagon City

West Palm Beach, FL
Town Center at Boca Raton

Phase 2

Effective: April 1, 2016

Auburn, NY
Waterloo Premium Outlets

Chicago, IL
Lighthouse Place Premium Outlets

Honolulu, HI
Waialeale Premium Outlets

Indianapolis, IN
Edinburgh Premium Outlets

Jacksonville, FL
St. Augustine Premium Outlets

Las Vegas, NV
Las Vegas South Premium Outlets

Minneapolis, MN
Albertville Premium Outlets

New York, NY
Jackson Premium Outlets

Portland, OR
Columbia Gorge Premium Outlets

Raleigh, NC
Carolina Premium Outlets

Rolla-Lake, MO
Osage Beach Premium Outlets

Sacramento, CA

Folsom Premium Outlets

San Francisco, CA

Gilroy Premium Outlets
Napa Premium Outlets
Petaluma Village Premium Outlets
Vacaville Premium Outlets

Seattle, WA

North Bend Premium Outlets

Stroudsburg, PA

The Crossings Premium Outlets

Trenton, NJ

Liberty Village Premium Outlets

Phase 3

Effective: June 1, 2016

Anchorage, AK

Anchorage 5th Avenue

Atlanta, GA

Town Center at Cobb

Austin, TX

Lakeline Mall
The Domain

Bangor, ME

Bangor Mall

Boston, MA

Auburn Mall
Greendale Mall
Liberty Tree Mall
Cape Cod Mall
Pheasant Lane Mall

Champaign, IL

White Oaks Mall

Charlotte, NC

SouthPark Mall

Cleveland, OH

Summit Mall

Dallas, TX

Firewheel Town Center

Duluth, MN

Miller Hill Mall

El Paso, TX

Cielo Vista Mall

Ft. Myers, FL

Coconut Point Town Center

Green Bay, WI

Bay Park Square

Greenville, SC

Haywood Mall

Harlingen, TX

LaPlaza Mall

Indianapolis, IN

Castleton Square
Greenwood Park Mall
College Mall

Jacksonville, FL

St. John's Town Center
The Avenues

Kansas City, MO

Independence Center

Knoxville, TN

West Town Mall

Lafayette, IN

Tippecanoe Mall

Lake Charles, LA

Prien Lake Mall

Little Rock, AR

McCain Mall

Memphis, TN

Wolfchase Galleria

Miami, FL

Coral Square

Odessa, TX

Midland Park Mall

Pensacola, FL

Cordova Mall

Philadelphia, PA

Montgomery Mall
Oxford Valley Mall

Pittsburgh, PA

South Hills Village

Puerto Rico, PR

Plaza Carolina

San Antonio, TX

Ingram Park Mall

Sioux Falls, SD

South Bend, IN

University Park Mall

Springfield, MO

Battlefield Mall

Tulsa, OK

Woodland Hills Mall

Tyler, TX

Broadway Square

Washington DC

Apple Blossom Mall
St. Charles Towne Center

West Palm Beach, FL

Treasure Coast Square

Wichita, KS

Towne East Square

Kennewick, WA

Columbia Center

Hartford, CT
Crystal Mall

Empire Mall

Phase 4

Effective: July 26, 2016

Lehigh Valley, PA
Lehigh Valley Mall

Philadelphia, PA
King of Prussia

Princeton, NJ
Quaker Bridge Mall

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