

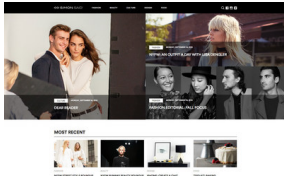


Simon Launches Lifestyle-Focused Digital Platform 'Simon SAID'

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Online lifestyle destination for the style conscious featuring the latest in fashion, beauty, culture, food and design

NEW YORK, Sept. 22, 2015 /PRNewswire/ -- Simon, a leading global retail real estate company, has announced the launch of [Simon SAID](#), a lifestyle-focused digital platform delivering editorial content on the best in fashion, beauty, design, culture and food that links back to offerings available at Simon centers nationwide.



"Simon SAID redefines the way the company connects with its millions of shoppers on a daily basis," said Chidi Achara, Global Creative Director for Simon. "As the Simon brand continues to evolve, we want to reach an ever expanding audience of shoppers who are interested in everything from what's on-trend today to timeless styles and fashions that suit every generation."

Simon SAID will tap influencers, bloggers and retail partners to create original content featuring products and offerings, all available at Simon centers. The site, developed by CA Creative, a NYC-based digital and social media agency, will feature curated lists of these tastemakers' favorite things of the moment— from clothing and accessories, to home decor and food.

Achara continues, "While we are actively redeveloping and upgrading the Simon centers that have become iconic destinations for shopping and socializing, we are also redefining how we speak to our shoppers on-line, and how we support the nearly 4,000 brands and 35,000 stores that call Simon home. All of this is a part of our strategy to meet the 21st century shopper's needs, whatever and wherever those needs are."

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.



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Maria Weber, Simon, 317-263-7191, maria.weber@simon.com, or Sarah Bronilla, VOCAL Communications, LLC, 212-388-9205, sarah@vocalnyc.com