



## Local Shopper Wins Big At Simon's Ross Park Mall

February 4, 2015

### Grand prize winner in Simon Rewards Program wins keys to a Mercedes-Benz

PITTSBURGH, Feb. 4, 2015 /PRNewswire/ -- Shoppers all over the country have already enjoyed prizes, discounts, and other perks as a result of the recently launched [Simon Rewards](#) program. And now, Eugene Cresta of Gibsonia, Pennsylvania has won the Grand Prize: a three-year lease for a Mercedes-Benz CLA 250.



Cresta accumulated Simon Rewards points for his shopping at Ross Park Mall, which has been offering the Simon Rewards program to Pittsburgh area shoppers since last June. He accepted the grand prize during a presentation at the mall on Tuesday, February 3, along with several other Simon Rewards program prize winners from Ross Park Mall.

"The Simon Rewards Program offers shoppers around the country extra benefits for what they already love to do - shop!" said Mike Gianoutsos, director of marketing and business development at Ross Park Mall. "We are very excited for Mr. Cresta and are obviously thrilled that the Simon Rewards Grand Prize winner earned his points shopping at Ross Park Mall."

Simon Rewards is a unique loyalty program that invites guests to earn points for shopping, dining and visiting the mall, which can then be redeemed for chances to win a variety of prizes, including gift cards, electronics, vacations and even a luxury car. As shoppers accumulate points, they are also eligible for perks including exclusive offers and access to reserved parking. The program is currently offered at Ross Park Mall, Mall of Georgia, Orland Square Mall, South Hills Village, Woodfield Mall and The Westchester with plans to further expand in 2015.

Shoppers can sign up for free at a Simon Rewards kiosk at any of the participating malls or by downloading the [Simon Rewards app](#) on an Apple iOS or Android device.

#### 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 sales. For more information, visit [simon.com](#).

Photo - <http://photos.prnewswire.com/prnh/20150204/173456>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/local-shopper-wins-big-at-simons-ross-park-mall-300030712.html>

SOURCE Simon

Sarah Furlow, Bandy Carroll Hellige, 317.684.7711, [sfurlow@bch.com](mailto:sfurlow@bch.com), Maria Weber, Simon, 317-263-7191, [Maria.weber@simon.com](mailto:Maria.weber@simon.com)