



Simon And Blackhawk Network Expand Relationship With Enhanced Visa Simon Giftcard®

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The Visa Simon Giftcard Program Managed by Blackhawk Network Will Be Offered at Simon Centers and At Participating Third-Party Locations in Blackhawk's Network

INDIANAPOLIS, Aug. 18, 2014 /PRNewswire/ -- Simon®, a global leader in retail real estate, announced today it will team up with prepaid and payments provider Blackhawk Network to offer an enhanced Visa Simon Giftcard® at select Simon malls, Premium Outlets® and Mills, and online at simongiftcard.com. For the first time, the Simon Giftcard will also be made available outside Simon centers through Blackhawk's participating network of grocery stores and other third-party locations.

Loyal Simon shoppers will enjoy features including no fees after purchase, no penalties or fees to replace if the card is lost or stolen and the comfort that the funds on the card will never expire.

New Simon Giftcard designs will be introduced reflecting Simon's consumer-facing brand, which re-launched this spring. The look is designed to reinforce Simon's positioning as the pre-eminent shopping center destination with a modern, stylish approach based on the core brand themes of fashion, discovery and community. The new Visa Simon Giftcard is scheduled to debut at select Simon locations in September.

"Customers will appreciate these new enhanced features of the Visa Simon Giftcard," said Lindsey Schaefer, Vice President of Gift Cards and Business Insights for Simon. "Blackhawk's product gives us access to more consumer demanded features and the new deal will allow consumers to have the added convenience of buying our newly branded Simon Giftcard at participating Blackhawk distribution locations nationwide."

"Gift cards resonate with consumers," said David Tate, Senior Vice President, Products and Marketing, for Blackhawk Network. "Simon's consumers already have the ability to buy Simon Giftcards at Simon U.S. shopping locations, and this new relationship provides that those customers soon will have the opportunity to buy Simon Giftcards at non-mall locations through participating retailers in Blackhawk's distribution network, including online which will make it more convenient than ever for the customer."

About Blackhawk Network

Blackhawk Network Holdings, Inc. (NASDAQ: HAWK and HAWK B) is a leading prepaid and payments network, which supports the program management and distribution of gift cards, prepaid telecom products and financial service products across a global network. Blackhawk's digital platform supports prepaid across a network of digital distribution partners including retailers, financial service providers, and mobile wallets. For more information please, visit www.blackhawknetwork.com.

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.

This press release contains certain forward-looking statements that are indicated by words such as "expects," "will," "plans," "intends," "committed to," "estimates" and "is." No assurance can be given that any of the events anticipated by the forward-looking statements will transpire or occur. Accordingly, actual results may differ materially and adversely from those expressed in any forward-looking statements. Neither Blackhawk nor Simon nor any other person can assume responsibility for the accuracy and completeness of forward-looking statements. Various factors could cause actual results to differ materially from those in any such forward-looking statements, many of which are beyond Blackhawk's or Simon's control. Blackhawk and Simon undertake no obligation (and expressly disclaims any such obligation) to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise. For additional information please refer to Blackhawk's and Simon's most recent Form 10-K, 10-Q and 8-K reports filed with the SEC.

SOURCE Simon

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