Simon Builds Connection to Consumers Through Comprehensive Brand Re-Launch and Marketing Program

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Global leader in retail real estate breaks new ground in establishing consumer-facing brand that evokes power of shopping experience

INDIANAPOLIS, May 19, 2014 /PRNewswire/ -- Simon, a global leader in retail real estate, today announced the re-launch of its brand to create a distinctive, recognizable identity that will enhance consumer engagement with its high-quality portfolio of malls, Premium Outlets and Mills.

Shoppers will experience the new look and feel of the brand starting today at Simon's retail properties across the U.S., in digital, social, TV and print media, and through out-of-home advertising in select markets. Simon's new identity will also be shared with retailers and other industry partners at the International Council of Shopping Centers global convention in Las Vegas this week.

"Our industry-leading retail properties are visited by two billion consumers and generate more than $70 billion in retail sales every year, yet we are confident there is further growth potential in our business," said David Simon, Chairman and Chief Executive Officer of Simon. "We believe a brand that resonates with consumers and builds loyalty among millennials, families and luxury shoppers is an important driver of our future growth."

"We are excited to launch a fresh, aspirational consumer-facing brand that reinforces our customers' experiences of fashion, discovery and community," said Mikael Thygesen, Chief Marketing Officer of Simon. "Retailers and other tenants stand to realize significant benefits from Simon's enhanced ability to access the most comprehensive and global base of consumers in the retail industry."

The brand re-launch is a part of a comprehensive strategy evolving the mall experience to include new programs and events targeted to specific customers, plus upgrades to customer service and amenities. As retailers increasingly pursue omni-channel strategies, Simon is supporting omni-channel retailing in many ways including technologies that enable shopping and gifting activities and provide same-day delivery solutions. In addition, Simon is investing approximately $1 billion per year in redevelopment projects across some of its most popular and high-quality centers to further enhance the shopping environment. With an increasingly robust mix including luxury retailers and fine dining restaurants, these properties will become even more compelling retail and entertainment destinations.

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.

SOURCE Simon Property Group

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