



Simon Property Group Joins Forces with the American Red Cross on two Signature Holiday Campaigns

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Simon Property Group, Inc. (NYSE: SPG), the country's largest owner, developer and manager of high quality retail real estate, has joined forces this holiday season with the American Red Cross to make the holidays brighter.

During the holidays, the Red Cross facilitates the sending of heartfelt messages of thanks to service members, their families and veterans through the **Holiday Mail for Heroes** program. Simon will be supporting this initiative by collecting cards for America's heroes.

Also this holiday season, beginning today and ending on December 31, 2011, for every American Express® Simon Candy Cane Giftcard purchased, \$1.00 will go to the overall life saving mission of the American Red Cross. The American Express® Simon Candy Cane Giftcard is available in denominations from \$20 to \$500, with a purchase fee of \$3.95 at Simon Guest Services locations at your favorite Simon mall, or \$6.95 if purchased at www.simon.com.

"We are honored to be working this holiday season with the American Red Cross which undertakes so many lifesaving efforts," said David Contis, Senior Executive Vice President of Simon Property Group.

Through the **Holiday Mail for Heroes** program the Red Cross ensures that all Americans have the opportunity to send a touch of home this holiday season to service members, their families and veterans. Cards are hand-delivered to military bases, hospitals, and VA medical centers throughout the United States and around the world. This holiday season, Simon regional malls and Mills malls will be featured as official **Holiday Mail for Heroes** card collection sites. Specially designed holiday cards will be available at all Simon regional malls and Mills properties at the Guest Services counter between November 1 and December 11. Shoppers simply need to express their appreciation to our brave men and women and Simon mall personnel will take care of the mailing.

Another element of Simon's participation in the **Holiday Mail for Heroes** program will be the involvement of the Simon Kidgits Club® in card-making activities. As part of their holiday programming, Kidgits Club members will actually make holiday cards for the troops.

The Simon Kidgits Club is a fun and informative program that focuses on health, wellness, education, safety and entertainment for children ages 3-8. Since 2003, the Simon Kidgits Club has kept children and parents alike amused with various events and activities while providing incentives for club members, such as special offers, rewards and games.

"We are grateful to caring companies like Simon Property Group, who are helping the Red Cross serve those in need - both at home in our communities and abroad," said Neal Litvack, chief development officer of the Red Cross.

Simon Property Group

Simon Property Group, Inc. is an S&P 500 company and the largest real estate company in the U.S. The Company currently owns or has an interest in 391 retail real estate properties comprising 261 million square feet of gross leasable area in North America, Europe and Asia. Simon Property Group is headquartered in Indianapolis, Indiana and employs more than 5,000 people worldwide. The Company's common stock is publicly traded on the NYSE under the symbol SPG. For further information, visit the Simon Property Group website at www.simon.com.

About the American Red Cross

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization - not a government agency - and depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit www.redcross.org or join our blog at <http://blog.redcross.org>.

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