



Spring Trends Bloom at Simon Fashion Now(TM)

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Simon Property Group invites shoppers to take a walk on the style side during free, interactive fashion events across U.S. April 1 through May 7

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This spring, Simon Property Group, Inc. (NYSE: SPG), the country's largest owner, developer and manager of high quality retail real estate, will bring high-energy runway shows to shoppers across the nation with Simon Fashion Now(TM), a free, dynamic celebration of style at all price points at premier shopping centers located in Houston, TX; Austin, TX; White Plains, NY; Atlanta, GA and Indianapolis, IN.

Runway shows rivaling fashion industry shows in production values will take place at signature Simon(R) properties. Yet unlike the industry shows that preview styles unavailable for several months, Simon Fashion Now makes the hottest men and women's fashions of the season accessible; every look from the runway can be immediately found at retailers within the mall. Thousands of visitors are expected to attend the free Simon Fashion Now runway shows and style events across the nation this spring.

"Our consumers like to be able to immediately go to the store to try on and see the fashions featured in the show and we can provide the NOW factor to them through Simon Fashion Now," said Shari Simon, senior vice president of corporate marketing. "We interpret the season's trends and create hundreds of accessible looks on the runway that are available for purchase that same day."

Simon Fashion Now provides shoppers with a realistic runway experience featuring a wide-range of retailers, which makes it easy for every consumer group to create their own look immediately after seeing the fashion shows. In addition to the runway shows, shoppers can visit Style Stops where advice and insight into the season's trends will be offered in an interactive format.

Retailers look forward to the dynamic exposure Simon Fashion Now provides, which creates buzz for new styles and spurs sales. "We are so thrilled to be participating in Simon Fashion Now for the seventh consecutive season," says Paul Marciano Vice Chairman and CEO of GUESS? Inc. "The fashion show is a great way to showcase the newest collections and the amount of traffic it drives into our stores is phenomenal."

While participating retailers vary in each Simon Fashion Now market, shoppers can expect to see an abundance of styles for men and women ranging from casual weekend wear and stylish outfits for the office, to show-stopping looks for a night on the town.

"The Simon Fashion Now tour allows our malls to become the source for the season's most accessible trends," said Jacque Ellis, assistant vice president of corporate special events at Simon. "At each event, we extend the fashion beyond the runway and offer a stylish twist on a night out through our Trends & Friends Night. Guests can connect with our retailers through interactive stations while enjoying an evening of fashion, cocktails, bites and exclusive deals."

Simon Fashion Now fans can visit www.simon.com or each participating mall's Facebook fan page for the latest event updates, style news, contests, photos and information for each stop.

The following properties will feature Simon Fashion Now(TM) this spring:

- Lenox Square - Atlanta, GA April 1 & 2
- The Domain - Austin, TX April 8 & 9
- The Galleria - Houston, TX April 14-16
- The Fashion Mall at Keystone - Indianapolis, IN April 29 & 30
- The Westchester - White Plains, NY May 6 & 7

This fall, the following properties will feature Simon Fashion Now(TM):

- The Galleria - Houston, TX September 8-10
- Town Center at Boca Raton - Boca Raton, FL September 23 & 24
- Burlington Mall - Burlington, MA September 30 & October 1
- Roosevelt Field - Garden City, NY October 14 & 15
- SouthPark - Charlotte, NC October 21 & 22
- Fashion Valley - San Diego, CA November 4 & 5

About Simon Fashion Now(TM)

The concept of Simon Fashion Now was conceived through grand opening events at properties like The Galleria in Houston, TX, The Forum Shops at Caesars in Las Vegas, NV and The Domain in Austin, TX. Through the success of these events, which became fashion focused in 2003, Simon decided to take the events national and Simon Fashion Now was introduced. The contemporary program was designed to make the runway relevant for the everyday fashionista. Fall 2010 stops included The Galleria in Houston, TX; Stanford Shopping Center in Palo Alto, CA; Burlington Mall in Boston, MA; Roosevelt Field in Garden City, NY and SouthPark in Charlotte, NC.

About 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 393 retail real estate properties comprising 264 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.

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