



## **Simon Debuts Its Mobile Shopper Club Enabling Customers To Receive Text Messages on Offers and Events at the Mall**

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[Simon Property Group](#) (NYSE: SPG), the country's largest owner, developer and manager of high quality retail real estate, today announced the debut of the Simon Mobile Shopper Club. More than 180 Simon(R) malls will now interact with shoppers who want to receive news of special deals and events on their mobile device via text messaging (SMS).

When a shopper opts-in to the Simon Mobile Shopper Club at their favorite Simon mall, they will receive alerts on special retailer sales or events, like Santa's arrival. While at the mall, shoppers will be encouraged to interact via SMS and even play text-in games for a chance to win great prizes.

"SMS has mass reach," said Mikael Thygesen, chief marketing officer of Simon Property Group. "Although smart phones will become more ubiquitous, SMS reaches all of our shoppers who carry a mobile phone. Adding SMS capabilities completes our already robust mobile marketing platform which includes mobile apps and a mobile-friendly website," he added.

Simon soon plans to allow shoppers to text-in for information (like mall hours) and will also test location-based SMS messages. "A mobile phone is a very personal communication channel, so the messages we send to our shoppers need to be timely, relevant, and useful," said Thygesen.

To opt-in to the Simon Mobile Shopper Club, text SMSC to 71610.

### **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](http://www.simon.com).

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