



Tradition and Technology Combine This Holiday Season as Consumers Shop Smarter at Simon Properties

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Simon Property Group, Inc. (NYSE: SPG), the country's largest owner, developer and manager of high quality retail real estate, is combining the best of holiday traditions and new technology to make the 2010 holiday season a truly memorable one.

The excitement kicks off early on 'Black Friday,' November 26th for Simon shoppers. All Premium Outlet Centers(R) as well as most Mills(R) properties, will be open at midnight. Simon malls will welcome holiday customers early - the vast majority of Simon's regional malls will open their doors at 5:00 a.m.

Your favorite Simon property will be a hub of holiday entertainment this season with musicians, dancers, and choral groups spreading holiday cheer with frequent on-mall appearances. Each Simon mall will make a difference in the community as well by inviting local charitable organizations to use the property as a venue to raise money and collect items so everyone can enjoy a happier holiday.

'Rejuvenation Stations' will be back at Simon malls offering shoppers the ability to take a break. These soft-seating lounge areas will be stocked with various amenities including free coffee and beverages, concierge services, and big screen TV's showing classic holiday programming throughout the holiday season.

Of course, Santa will make his annual appearance at Simon malls and as children anxiously await their anticipated visit with Santa, they'll likely smell the aroma of fresh baked Nestle(R) Toll House(R) chocolate chip cookies every weekend from November 26th through December 19th.

The popular 'Retailer Showcase' returns again, serving as a platform to inform shoppers of the best deals and offers at the mall. This year, however, consumers can also receive instant updates on their smart phones while they are at the mall, thanks to Simon's leadership position in melding the best of personal technology and great values for the consumer.

Shoppers can take advantage of the best deals by downloading the new Simon iPhone application now available through the Apple iTunes App Store. The app will give consumers on-the-go access to retailer holiday promotions and schedules of the myriad entertainment activities happening at the mall. The app also integrates Foursquare, Twitter, and Facebook for maximum convenience. Customers can also join the Simon Mobile Shopper Club and receive text messages about great savings at their favorite Simon property.

"We're making it more convenient than ever to get information about all of the great deals and extraordinary events at your favorite Simon mall," said Mikael Thygesen, chief marketing officer of Simon Property Group. Thygesen added that www.simon.com is also a resource for this information.

The American Express(R)/Simon Giftcard make the perfect gift this holiday season and will be available throughout the Simon portfolio. This groundbreaking card features one of the lowest purchase fees in the industry, no fees after purchase, and no expiration of funds. It is available in three new holiday designs this year along with an attractive gift carrier - a perfect package for a very smart gift.

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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