Simon Property Group Launches Nationally Its First Mobile Application as a Valuable New Resource for On-The-Go Simon Shoppers

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Simon's iPhone Application Integrates Foursquare, Twitter and Facebook on Single Platform at More Than 180 Properties Across the Country

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Simon Property Group, Inc. (NYSE: SPG),the country's largest owner, developer and manager of high quality retail real estate, today announced that it has launched an iPhone application. This will allow the millions of Apple iPhone, iPad and iPod Touch consumers at Simon(R) malls around the country to capitalize on the increasing popularity of smart phones just in time for Halloween sales and the start of the holiday shopping season.

This new, free, downloadable application is now available through the Apple iTunes App Store. The app will focus on providing consumers nationwide with what they want the most: on-the-go access to retailer promotions and what's going on at their favorite Simon property including new store openings and experiential events.

"The application also integrates Foursquare, Twitter and Facebook so consumers can share their shopping experiences through their social networks without ever having to leave the application," said Mikael Thygesen, chief marketing officer for Simon Property Group.

Additional benefits to shoppers, Thygesen added, include the ability to check the balance of their Simon Giftcard, help them locate their cars in mall parking lots or garages, sign up for Simon emails that alert them to special deals, and enjoy many other benefits on their iPhone, iPod and iPad devices through the Simon mobile app.

"This iPhone app," Thygesen continued, "is part of a larger Simon initiative, focused on enhancing the Simon shopping experience by leveraging the latest in technology. An Android version of the Simon app will be also available in the coming months."

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 263 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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