



## **Simon and EYE to Expand Mall Media Relationship With the Addition of Sixty Premium U.S. Malls**

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INDIANAPOLIS, Sept 27, 2010 /PRNewswire via COMTEX/ --

Simon Property Group, Inc. (NYSE: SPG), the country's largest owner, developer and manager of high quality retail real estate and EYE, the Out-of-Home media specialist, announced today their new alliance that gives EYE advertising rights, commencing January 1st, 2011, to an additional 60 Simon malls in 18 states across the United States. New properties being added to the mix include retail landmarks such as Roosevelt Field in New York, Lenox Square in Atlanta, Copley Place in Boston, and the Houston Galleria.

EYE's offering of freestanding advertising directory units are strategically placed in high-traffic locations throughout the mall environment - including at entrances, near escalators, and in food courts - ensuring advertisers' messages reach the diverse cross-section of Americans who visit the mall frequently.

This new agreement builds on EYE and Simon's existing business relationship and positions EYE as the number one retail media operator in terms of presence across North America. EYE already holds advertising rights in 103 Simon properties.

"We are excited about broadening our relationship with EYE," said Mikael Thygesen, Simon's chief marketing officer. "EYE is singularly committed to mall media in the U.S. and has demonstrated a desire to aggressively grow the category. We're looking forward to working with them in the years to come to do just that."

David Gibbs, EYE USA CEO, said: "Simon Property Group's decision to expand its relationship with us represents an exciting time for EYE in the United States. EYE is now America's one-stop shop for mall directory advertising and we look forward to working with Simon in the future."

The new alliance will bring the already impressive EYE media portfolio to 310 malls across 42 states, including 104 malls in the top 10 U.S. Designated Market Areas (DMAs).

Previous third-party research has indicated that 91% of consumers see EYE ads in any given mall. EYE is committed to accountability and understanding shoppers and has a proven record in audience research, which provides expertise to help advertisers effectively target consumers on their path-to-purchase.

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

### **About EYE**

EYE is an international Out-of-Home advertising company specializing in airport, retail, roadside and university media. Connecting leading brands with active consumers, EYE's media reaches large-scale audiences throughout their daily journeys. Eye Corp Pty Ltd is a wholly owned subsidiary of Ten Network Holdings Limited, a publicly listed company which also operates Network Ten, the broadcaster of Australian free-to-air channels TEN, ONE and, commencing in 2011, ELEVEN. For further information, please visit [www.eyecorp.com/usamalls](http://www.eyecorp.com/usamalls).

SOURCE Simon Property Group, Inc.