



## Simon Property Group Brings Fall Trends to Life Through Simon Fashion Now(TM)

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**Series of free fall fashion shows and interactive events to take place across U.S. September 9 - October 23**

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This fall 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; Palo Alto, CA; Boston, MA; Garden City, NY and Charlotte, NC.

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 fall.

"We provide the NOW factor which allows shoppers to purchase everything they see on the runway that same day," said Shari Simon, senior vice president of corporate marketing. "Since every price point is featured, no consumer group is excluded."

Simon Fashion Now's style expert Bobbie Thomaswill, at certain tour stops, offer event attendees inspiration and advice. Currently, millions of people wake up to catch Bobbie on NBC's "Today Show", where she serves as Style Editor. Bobbie's national column "The Buzz" featured in *In Touch* weekly magazine for more than seven years, highlighted Hollywood's hottest fashion and beauty must-haves.

"Simon Fashion Now is all about the realistic runway and making it easy for shoppers to create their own look immediately after seeing it in the fashion shows," said Thomas. "Consumers like Simon Fashion Now because they get an instant tutorial on what's hot for the coming season and I look forward to working with shoppers to help select style choices that reflect their inner personality."

Retailers look forward to the dynamic exposure Simon Fashion Now provides, which creates buzz for new styles and spurs sales. "Macy's is all about bringing excitement and magic to our customers and via the Simon Fashion Now showcase, we gain another channel to offer the best of fall fashion in a style that is both accessible and glamorous," said Amy Kule, group vice president, Macy's Parade and Entertainment Group. "The partnership with Simon Property Group works for us because it drives traffic, sales, and awareness while engaging our customer in a highly relevant format."

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.

"We have an extraordinary shopping and style experience lined up for this season's Simon Fashion Now, enabling our shoppers to get an up-close, multi-faceted look into this exciting world without leaving their hometowns," said Jacque Ellis, assistant vice president of corporate special events at Simon. "Shoppers are always excited about the energy of the fall runway shows and the accessibility of the looks, so we can't wait to hit the road."

In addition to the runway shows, fashion and beauty experts will offer advice and insight into this fall's cosmetic trends, highlight the must-have accessories of the season, and offer tips on updating a wardrobe without breaking the bank.

Simon Fashion Now is also on Facebook - fashionistas looking for the latest style news, contests, photos and event information for each stop can visit [www.facebook.com/SimonFashionNow](http://www.facebook.com/SimonFashionNow).

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

-- The Galleria - Houston, TX	September 9 - 11
--Stanford Shopping Center - Palo Alto, CA	September 24 - 25
-- Burlington Mall - Boston, MA	October 1 - 2*
-- Roosevelt Field - Garden City, NY	October 15 - 16*
-- SouthPark - Charlotte, NC	October 22 - 23*

\*Bobbie Thomas appearance

### 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. Spring 2010 stops included The Westchester in White Plains, NY; La Plaza Mall in McAllen, TX; The Fashion Mall at Keystone in Indianapolis, IN; Lenox Square in Atlanta, GA; The Domain in Austin, TX and The Galleria in Houston, TX.

**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).

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