



Simon Property Group and The Coca-Cola Company Extend Marketing Alliance

June 16, 2010

INDIANAPOLIS, June 16, 2010 /PRNewswire via COMTEX/ --Simon Brand Ventures (SBV), the marketing division of Simon Property Group, Inc. (NYSE: SPG), the country's largest owner, developer and manager of high quality retail real estate, and The Coca-Cola Company (NYSE: KO) today announced that they have entered into a multi-year comprehensive marketing alliance.

The agreement, which continues an existing relationship, covers vending, sponsorships, promotion and on-mall advertising across the nationwide Simon(R) portfolio. Coca-Cola will employ major marketing initiatives at Simon properties throughout the term of the agreement; such initiatives in prior years included the Coca-Cola sponsored, multi-mall event featuring past American Idol finalists.

"This agreement with Coca-Cola underscores the importance of the mall venue for major brands like Coca-Cola(R) to reach and engage with important demographic groups, especially teens and young adults," said Mikael Thygesen, Simon's CMO and president of SBV. "Our venue provides brands the flexibility to interact and engage with consumers in a variety of different ways, and Coca-Cola recognizes that."

Thygesen added that as an indication of the value of the relationship, Simon, in 2009, was the first mall operator to feature the Coca-Cola(R) Interactive Video Vender, the latest in touch-screen vending and interactive technology.

"Coca-Cola values our long-standing relationship with Simon Property Group and the many joint marketing opportunities it has created," said Beatriz Perez, chief marketing officer, Coca-Cola North America. "The mall channel represents fertile ground for Coca-Cola to connect with key consumer target groups such as teens, and the opportunity to continue to blaze new trails with Simon's marketing team is exciting. Whether commercializing our innovative interactive vending machines, activating one-of-a-kind on-mall marketing programs, or collaborating on special events, our marketing partnership with Simon is a great way to build and show our brands."

About Simon Brand Ventures

Simon Brand Ventures (SBV), Simon's business-to-consumer arm, has pioneered the transformation of shopping centers into a medium where consumer brands can build relationships with Simon shoppers who make over 2.8 billion visits each year. SBV has engaged in a number of consumer business initiatives designed to support our shoppers, our tenants, and our strategic marketing relationships including the American Express(R)/Simon Giftcard; events at signature Simon properties such as Simon Fashion Now(TM); launch of Simon platform programs such as Simon Kidgits Club(R), Simon GamePlay, and Simon Project Style(R); a national media delivery channel including static, digital, and experiential marketing and advertising vehicles; and multiple national and local marketing alliances with American Express, Coca-Cola, Ticketmaster, and U.S. Bank among others.

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 380 properties comprising 259 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.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Along with Coca-Cola(R), recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion dollar brands, including Diet Coke(R), Fanta(R), Sprite(R), Coca-Cola Zero(R), vitaminwater, Powerade(R), Minute Maid(R), Simply(R) and Georgia(R) Coffee. Globally, we are the No. 1 provider of sparkling beverages, juices and juice drinks and ready-to-drink teas and coffees. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy the Company's beverages at a rate of 1.6 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information about our Company, please visit our website at www.thecoca-colacompany.com.

SOURCE Simon Property Group, Inc.