



Simon Launches From the Heart Giftcard

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Teams Up With Diet Coke to Fight Biggest Health Threat to American Women -

INDIANAPOLIS, May 19, 2010 /PRNewswire via COMTEX/ --Simon Property Group, Inc. (NYSE: SPG), the country's largest owner, developer and manager of high quality retail real estate, has teamed up with Diet Coke to offer the Simon From the Heart Giftcard.

Heart disease is the number one health threat to women in the United States. It can strike women of any age and sadly, one of four American women will die of heart disease. To fight this risk, Simon will pay \$1 to the Foundation for the National Institutes of Health for every Simon From the Heart Giftcard sold in support of *The Heart Truth*(R) campaign and women's heart health education and research.

Simon is proud to support women's heart health through its alliance with *The Heart Truth*(R), the National Heart, Lung, and Blood Institute's (NHLBI) national awareness campaign for women about heart disease. The campaign collaborates with organizations such as Simon to spread the word about this important issue and prompt women to take action.

The Simon From the Heart Giftcard will have the same great features as the Simon American Express Giftcard. Unlike some gift cards, American Express Gift Cards have no fees after purchase - no fees for activation, no fees for checking a balance, no fees for monthly servicing, no fees for card replacement, and the funds on the cards never expire.

"*The Heart Truth*(R) is a celebration of heart health which has become increasingly important to Diet Coke consumers. In the third year of our partnership with the NHLBI, we are proud that we can continue to help play an important role in this educational conversation," said William White, brand director, Diet Coke North America.

"We're very excited to work with Diet Coke to launch the Simon From the Heart Giftcard," said Cathi Weiner, senior vice president of business development at Simon Brand Ventures. "More importantly, we're looking forward to providing meaningful support to a very important cause."

The Simon From the Heart Giftcard is available in denominations ranging from \$20 to \$500, with an upfront purchase price of \$3.95 per card, and is replaceable for free if lost or stolen. In addition to Simon's \$1 payment to the Foundation for the National Institutes of Health for every card sold, Diet Coke will also provide a \$1.00 off product coupon (\$1.00 off of a 12-pack of Diet Coke or Caffeine Free Diet Coke) to every purchaser of a Simon From the Heart Giftcard.

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 381 properties comprising 260 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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