



Simon Property Group Targets Fashion-Conscious, Budget-Savvy Consumers With Simon Fashion Now(TM)

September 10, 2009

Nation's largest public real estate company draws big crowds and boosts sales with free fashion shows, interactive events and retailer demonstrations

INDIANAPOLIS, Sept. 10 /PRNewswire-FirstCall/ -- Consumers are always looking for an enhanced shopping experience and once again this fall Simon Property Group, Inc. (NYSE: SPG) delivers with Simon Fashion Now(TM), a free, high-energy celebration of style at all price ranges coming to six premier shopping centers.

Runway shows, which feature production values similar to the famous fashion industry shows, will take place at signature Simon properties from coast-to-coast. However, unlike the industry shows, where the styles shown on the runway are not available for several months, the latest men and women's fashions at Simon Fashion Now(TM) can be immediately found at retailers within the mall. Thousands of visitors are expected to attend the free Simon Fashion Now(TM) events across the nation this fall.

"We are bringing the drama and appeal of a runway fashion show experience to our style-minded yet budget-savvy consumers, as well as showcasing the impressive array of products offered by our retailers," said Shari Simon, senior vice president of corporate marketing. "Since we feature fashion at a variety of price points, no consumer group is excluded."

Retailers like Simon Fashion Now(TM) because it creates a sense of excitement in the mall and spurs sales. "We are so thrilled to be participating in Simon Fashion Now(TM) for the third consecutive season," says Paul Marciano Vice Chairman and CEO of GUESS? Inc. "The fashion show is a great way to showcase the newest collections, and the amount of traffic it drives into our stores is phenomenal."

Indeed, the strong retailer and sponsor participation, even in challenging economic times, is a reflection of the popularity and appeal of Simon Fashion Now(TM).

Consumers like Simon Fashion Now(TM) because they get an instant tutorial on what's hot for the coming season. "Everyone loves fashion, but not everyone knows how to put an outfit together," says Houston-based style critic Clifford Pugh. "The beauty of Simon Fashion Now(TM) is that it offers lots of new ideas. And it's all instantly accessible."

While participating retailers will vary in each Simon Fashion Now(TM) market, shoppers can expect to see an abundance of styles for men and women ranging from everyday wear to sophisticated evening looks.

"We have an extraordinary shopping and style experience lined up for this season's Simon Fashion Now(TM), 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.

In addition to the fashion shows, experts will offer advice and insight into the latest cosmetic trends, highlight the newest accessories, and offer tips on sprucing up a wardrobe without busting a budget. Several stops will include private events and receptions featuring local non-profits like Dress For Success(R) and Susan G. Komen for the Cure(R).

Simon Fashion Now(TM) has also expanded to Facebook, with the launch of an official "fan" page, which details information about the runway fashion shows and events at each participating property. Additionally, contests, images and fashion-focused articles are posted on Facebook to enhance fan interaction. To find Simon Fashion Now(TM) on Facebook, visit <http://www.facebook.com/SimonFashionNow>.

"With the launch of the Simon Fashion Now(TM) Facebook page, we can create an immediate dialogue about exclusive event updates like special guest appearances and entertainers, local contests and more, all while expanding our online presence through a relevant social networking medium," Simon said.

Fall 2009 Simon Fashion Now(TM) stops include:

- Fashion Valley -- San Diego, CA September 11-12
- The Galleria -- Houston, TX September 17-19
- Burlington Mall -- Burlington, MA October 3
- Roosevelt Field -- Garden City, NY October 9-10
- Town Center at Boca Raton -- Boca Raton, FL October 16-17
- SouthPark -- Charlotte, NC October 23-24

About Simon Fashion Now(TM)

The concept of Simon Fashion Now(TM) 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 grand opening 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 bring the runway to the everyday fashionista. Spring 2009 stops included Dadeland Mall in Miami, FL; La Plaza Mall in McAllen, TX; Lenox Square in Atlanta, GA; The Domain in Austin, TX and The Galleria in Houston, TX. 2008 stops included Burlington Mall in Burlington, MA; Fashion

Valley in San Diego, CA; Ross Park Mall in Pittsburgh, PA; The Galleria in Houston, TX; The Westchester in White Plains, NY and Town Center at Boca Raton in Boca Raton, FL.

About Simon Property Group

Simon Property Group, Inc. is an S&P 500 company and the largest public U.S. real estate company. Simon is a fully integrated real estate company which operates from five retail real estate platforms: regional malls, Premium Outlet Centers(R), The Mills(R), community/lifestyle centers and international properties. It currently owns or has an interest in 387 properties comprising 263 million square feet of gross leasable area in North America, Europe and Asia. The Company is headquartered in Indianapolis, Indiana and employs more than 5,000 people worldwide. Simon Property Group, Inc. is publicly traded on the NYSE under the symbol SPG. For further information, visit the Company's website at www.simon.com.

SOURCE Simon Property Group, Inc.

Shelly White, Dancie Perugini Ware, Public Relations, +1-713-224-9115, shelly@dpwpr.com