



Simon dTOUR Live(R) Presented by ABC Family Links Teens with Music, Fashion, and Extreme Sports

June 29, 2009

Free 10-City Concert Series at Simon Malls for Teens This Summer

INDIANAPOLIS, June 29 /PRNewswire-FirstCall/ -- This summer, Simon malls across the country will "take it to the extreme" with BMX bike demos, hot music acts, and interactive games and contests all wrapped into one cool event set to energize teens.

Simon Property Group, Inc. (NYSE: SPG), the country's largest owner, developer, and manager of high quality retail real estate released details on the 2009 Simon dTOUR Live(R), a series of mall concert performances by some of today's hottest up-and-coming bands, including Hoobastank, Shwayze, and Forever the Sickest Kids.

Back for a seventh year, one of the biggest teen mall tours in the country launches July 24 in Los Angeles, with an action sports component new to the event this year. After hitting 11 Simon malls, including four Mills(R) properties, the event will wrap up on August 29 in the Chicago area.

Teens can check out some of the season's latest music stars while exploring exciting extreme sports demos, interactive games, and contests and fashions galore, presented by ABC Family. Participating sponsors include Coca Cola, Samsung, XGames Gear, Universal Studios Home Entertainment's release of Bring It On: Fight to the Finish, Eco-Maniacs, truth(R), the National Crime Prevention Council, and Fox Searchlight Pictures' feature film POST GRAD.

"Simon dTOUR Live(R) has become a 'must' summer event for teens, showcasing an edgy selection of the pop-rock acts that today's teens love most," said Cathi Weiner, senior vice president, Simon Brand Ventures, the business-to-consumer arm of Simon Property Group. "We are thrilled to have ABC Family back for the third year as our presenting sponsor. Our partnership is a perfect fit -- ABC Family viewers turn out for Simon dTOUR Live(R) and at the same time, new teens are exposed to the great programs aimed at their demographic such as 'The Secret Life of the American Teenager,' 'Make It or Break It' and '10 Things I Hate About You'.

This year's musical line-up includes School Boy Humor, Push Play, Hoobastank, Jimmy Robbins, Young Love, Cash Cash, Shwayze, The Cab, and Forever the Sickest Kids.

In addition to the summer sounds, Dave "The Lord" Voelker will headline the XGames BMX Jams tour, three half-hour BMX bike demos and games throughout the day. Voelker, a 22-year veteran of BMX riding, is a multi-year XGames competitor and is considered a BMX legend known for innovative moves and his longtime passion for the sport.

"Simon dTOUR Live(R) has become a full, 360-degree interactive event where sponsors and retailers are able to interact with young people in their element -- hearing their favorite bands live at a Simon property and connecting with other Simon dTOUR Live(R) attendees at Facebook and MySpace," Weiner said.

Sponsors and their planned activities include:

- ABC Family - ABC Family will give teens the chance to get creative by designing their own T-shirt or tote bag with different designs and logos from ABC Family Original Series. Audience members will be invited on stage to compete against each other in ABC Family charades and receive lots of great prizes.
- Coca-Cola - Coca-Cola will give teens the opportunity to try out the latest games and equipment from Guitar Hero World Tour. Coca-Cola will also be giving teens the opportunity to enjoy Coca-Cola and Coca-Cola Zero in special limited edition aluminum contour bottles, free, while supplies last.
- Samsung Mobile - Samsung Mobile will showcase its latest mobile phone lineup, including the Samsung Instinct s30, a feature-packed touch-screen phone and Samsung Exclaim, a unique dual-slider phone with QWERTY keyboard. Teens can win prizes by simply playing the "Follow Your Instinct" stage game or guessing text anagrams. Samsung Mobile will also have special giveaways and offers for all audience members.

- Eco-Maniacs - This teen-focused green game show will engage participants in a friendly, Jeopardy-style competition among local high school teams, where they will have the chance to win cash prizes for themselves and their schools. Eco-Maniacs is designed to get teens thinking about the environment and encourage them to take an active role in the future of our planet.

- Universal Studios Home Entertainment - Featuring daring athletics, fierce competition, hot young stars and chart-topping music, Bring It On: Fight to the Finish, starring Christina Milian, will be available on DVD and Blu-Ray Hi-Def September 1st. Fans of the global hit cheerleading franchise can show their friends how they "bring it" by visiting the film's booth to take a fun digital photo that can be emailed to their friends or posted on their favorite social networking site. Free promotional items will also be distributed.

- truth(R) - The truth(R) youth smoking prevention campaign will bring its "truth" truck rigged with DJ decks and monitors to engage teens and educate them about tobacco use, hand out educational truth(R) gear, and use music, games, and interactive activities to spread the truth(R) message in a subtle and fun way.

- National Crime Prevention Council - The National Crime Prevention Council will promote its Circle of Respect campaign, which aims to change behavior by creating a positive culture of respect in American society, in all of the places that we live, work, and play.

- Fox Searchlight Pictures - Fox Searchlight Pictures will be promoting their upcoming release POST GRAD, starring Alexis Bledel and Zach Gilford, in theatres Aug 21st. POST GRAD will have a make-over station where teens can consult with make-up artists and fashion stylists.

Simon dTOUR Live(R) is the cornerstone of Simon's teen platform, which integrates tailored brand sponsorships with exciting and interactive entertainment, events, and concerts. The program is designed to engage consumers, retailers, and brands with a fully-integrated multi-media experience at the point-of-sale. The program takes place in the summer and leads directly into the back-to-school season - the second-largest shopping time of the year.

Simon will support the 2009 Simon dTOUR Live(R) presented by ABC Family with various integrated marketing, including online, initiatives. Additional information, including the event schedule, is located at www.simondtour.com.

Additional artist information also is available on their respective websites:

Forever The Sickest Kids

<http://www.foreverthesickestkids.com/default.asp>
<http://www.myspace.com/foreverthesickestkids>

Shwayze

<http://www.shwayze.com/>
<http://www.myspace.com/shwayze>

Push Play

<http://www.pushplaysite.com>
<http://www.myspace.com/pushplayrox>

Hoobastank

<http://www.hoobastank.com/>
<http://www.myspace.com/hoobastank>

School Boy Humor

<http://www.myspace.com/schoolboyhumor>

Cash Cash

<http://www.cashcashmusic.com/>
<http://www.myspace.com/cashcash>

Jimmy Robbins <http://www.myspace.com/jimmyrobbins>

Young Love <http://www.myspace.com/younglove>

The Cab

<http://www.myspace.com/thecab>

Date	Event Times	Simon Mall	Featured Headliner
July 24, 2009	1:00 - 7:00 p.m.	Westminster Mall (Los Angeles)	Shwayze
July 26, 2009	1:00 - 7:00 p.m.	The Block at Orange (Los Angeles)	Hoobastank
July 31, 2009	1:00 - 7:00 p.m.	Grapevine Mills (Dallas)	Jimmy Robbins
August 2, 2009	12:00 - 6:00 p.m.	Katy Mills (Houston)	School Boy Humor
August 7, 2009	1:00 - 7:00 p.m.	Mall of Georgia (Atlanta)	School Boy Humor
August 9, 2009	12:00 - 6:00 p.m.	Discover Mills (Atlanta)	Jimmy Robbins
August 13, 2009	1:00 - 7:00 p.m.	Sawgrass Mills (Miami)	Young Love
August 16, 2009	1:00 - 7:00 p.m.	Tyrone Square (Tampa)	Jimmy Robbins
August 21, 2009	1:00 - 7:00 p.m.	Oxford Valley Mall (Philadelphia)	Push Play
August 23, 2009	1:00 - 7:00 p.m.	Roosevelt Field (New York)	The Cab
August 25, 2009	1:00 - 7:00 p.m.	Mall at Rockingham Park (Boston)	Forever the Sickest Kids
August 29, 2009	12:00 - 6:00 p.m.	Orland Square (Chicago)	Cash Cash

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 384 properties comprising 261 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.

About Simon Brand Ventures

Simon Brand Ventures (SBV), Simon's business-to-consumer arm, is pioneering 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. Simon's vast franchise of market-leading shopping centers nationwide provides SBV the foundation to monetize the distribution system through numerous consumer ventures. SBV has engaged in a number of consumer business initiatives, including the Simon Visa Giftcard(R); launch of Simon platform programs such as Simon dTOUR Live(R) and Simon Kidgits Club(R); a national media delivery channel including static, digital and experiential marketing and advertising vehicles, including the OnSpot Digital Network; and multiple national and local marketing alliances with Coca-Cola and Visa U.S.A. among others.

SOURCE Simon Property Group, Inc.

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/Editor's Note: Performer bios and photos are available upon request from Ali Karsch at Alison.Karsch@fleishman.com /
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