



Simon Property Group Entertains Shoppers With Over Eleven Thousand Events in 2009

April 27, 2009

--Nation's Largest Mall Operator Unveils Unmatched Lineup of Marketing Events

INDIANAPOLIS, April 27, 2009 /PRNewswire-FirstCall via COMTEX/ -- Simon Property Group, Inc. (NYSE: SPG), the country's largest owner, developer and manager of high quality retail real estate, announced today plans to enhance its already comprehensive marketing activities with the execution of over 11,000 events and activities in 2009. These free events are scheduled throughout the year and span a number of different categories, including a variety of expos, fashion shows, charity events, community and school activities, cultural programs and much more.

"Consumers visit our shopping centers principally to take advantage of our unmatched retail offering, but they also enjoy being entertained while they're on property," said Mikael Thygesen, chief marketing officer of Simon Property Group, and president of Simon's business-to-consumer arm, Simon Brand Ventures. "In addition to the great selection of stores at our properties, the mall is ideally suited to be the center of activity for the community, offering a wide variety of events and activities designed to appeal to shoppers of all ages and interests."

Some of the programs being offered to enhance the shopping experience include:

- Simon Grassroots Programs: Local, community-based activities are planned at Simon properties to provide fun, exciting events for consumers, including career fairs, musical performances, expos, kids' events, charity fundraisers, cultural events, seminars, school and community-based events, and much more.
- Simon Fashion Now(TM), a series of premiere fashion shows celebrating the season's brightest spring trends with all the glitz and glamour of the high-powered runway. Offering the best of all price points, this year's event showcases accessible mix-and-match styles and upscale fashion enjoyed by men and women shoppers. Shopper participation in the spring events has been fantastic, and participating retailers have benefited directly from the event.

Simon Fashion Now has also launched its official "fan" page on the popular social networking platform Facebook. This new page is packed with interactive multimedia including runway photos, a list of music featured on the runways, videos, and discussion boards.
- Kidgits Eco-community, a family friendly event that gives young kids and parents the opportunity to experience hands-on just what being green is all about. While learning about the benefits of recycling and gardening, families can interact with some of their favorite environmentally friendly brands, learn about new "green" products, and much more.
- Kidgits Super Duper Mini Chefs, the place where it's acceptable for children to play with their food. At this interactive event, little chefs are encouraged to show off their creativity and express themselves through food. While the cooks are in the kitchen, parents can pick up special offers, samples, and other great finds.
- Signature Events: Innovative events developed to showcase retailers and sponsors and to enhance the shopping experience. Events include holiday celebrations, parades, Movies Under the Stars(TM) and more.

For more information on events planned for specific Simon properties, please go to simon.com and access the individual property website.

Each year, more than 2.8 million consumers visit Simon malls for shopping and entertainment, and to participate in on-mall marketing experiences.

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), Simon Kidgits Club(R) and Simon Super Chefs Live!(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, Visa U.S.A. and Cingular Wireless, among others.

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 that operates from five retail real estate platforms: regional malls, Premium Outlet Centers(R), The Mills(R), community/lifestyle centers and international properties. One of the country's Most Admired companies, according to the annual Fortune survey, Simon currently owns or has an interest in 386 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.

<http://www.simon.com>