



Simon Fashion Now(TM) Brings Accessible Fashion and Free Entertainment to Consumers at Simon Malls Across the Nation

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Fashion shows and events offer spring style at an array of price points

INDIANAPOLIS, March 2 /PRNewswire-FirstCall/ -- Simon malls around the country are rolling out the runway to showcase this year's brightest spring styles at Simon Fashion Now(TM). Simon Fashion Now(TM) is a series of vibrant fashion shows designed and presented by Simon Property Group, Inc. (NYSE: SPG), the country's largest owner, developer and manager of high quality retail real estate.

A celebration of luxurious and affordable style, Simon Fashion Now(TM) will offer advice and insight into the latest cosmetic trends, must-have accessories, and, of course, fashion flair at select Simon properties. This event is open to everyone and promises to provide dynamic free entertainment.

"We are excited to be bringing the hottest trends and styles to our fashion-minded, yet budget-savvy consumers as well as showcasing our retailer's impressive array of products," said Shari Simon, senior vice president of corporate marketing, adding that Simon Fashion Now(TM) will include five shows in the Spring and several more in the Fall. Noting that after only one year, Simon Fashion Now(TM) has grown into a pivotal social and style event at some of the company's preeminent malls, Simon continued, "The key to this program's success is its accessibility. You can see these fashion-forward looks being modeled and then go right into the store and buy them off the rack."

Spring 2009 Simon Fashion Now(TM) stops include:

-- The Galleria - Houston, TX:	March 12-14
-- The Domain - Austin, TX:	March 27 & 28
-- La Plaza Mall - McAllen, TX:	April 3 & 4
-- Dadeland Mall - Miami, FL:	April 17 & 18
-- Lenox Square - Atlanta, GA:	April 24 & 25

"We have an extraordinary shopping and style experience lined up for this year's Simon Fashion Now, 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. "This year's event will encompass the best of all price points, with mix-and-match styles to accommodate the budgets of today's passionate, style-conscious shoppers."

Participating retailers include, but are not limited to, Anne Fontaine, Banana Republic, Billy Reid, Fendi, The GAP, Jimmy Choo, The Limited, Macy's, MetroPark, Neiman Marcus, Saks Fifth Avenue and Steve Madden. Retailer participation varies by event location.

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 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.

About Simon Fashion Now(TM)

The concept of Simon Fashion Now 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. 2008 stops included The Westchester in White Plains, NY; Burlington Mall in Burlington, MA; The Galleria in Houston, TX; Fashion Valley in San Diego, CA; Ross Park Mall in Pittsburgh, PA and Town Center at Boca Raton in Boca Raton, FL.

SOURCE Simon Property Group, Inc.

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