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## **SALES OF CO-BRANDED SIMON GIFTCARDS® TO BE EXPANDED STATEWIDE**

### ***The Simon Aggie Giftcard and Simon Longhorn Giftcard to be sold across Texas***

November 20, 2007 - Simon Property Group, Inc. (NYSE:SPG) has taken its highly successful Simon Giftcard program to the next level by rolling out sales statewide November 2 for two of its co-branded affinity gift card products – the Simon Longhorn Giftcard and the Simon Aggie Giftcard.

The Simon Aggie Giftcard, a co-branded affinity gift card in an alliance with Texas A&M University, is the newest addition to the Simon Giftcard portfolio. A portion of the gift card's \$3.00 handling fee will benefit Texas A&M's The 12<sup>th</sup> Man Foundation.

"Our association with Simon Property Group and the development of this new gift card is exciting for our Aggie community," said Drew Martin, Assistant Athletics Director, Branding and Creative Development of Texas A&M. "This is going to create an entirely new way for our fans to share their Aggie passion with their family, friends and the rest of the world."

Simon Brand Ventures introduced the nation's first-ever affinity gift card program in 2003. Its first co-branded Simon Giftcard product, launched in Simon properties in Austin, was the Simon Longhorn Giftcard, which resulted from a marketing alliance between the University of Texas-Austin and Simon.

"We are proud to partner with each of these high-profile universities as we chart new gift card territory across Texas," said Stewart Stockdale, chief marketing officer of Simon Property Group and president of Simon Brand Ventures. "Now, Aggie and Longhorn fans throughout Texas will have an exciting new way to demonstrate team spirit, and we have another dynamic addition to our arsenal of prepaid gift cards to offer our shoppers."

The Simon Aggie Giftcard joins a growing roster of major universities and professional sports franchises that have entered into marketing alliances with Simon which include the offering of a co-branded affinity Simon Giftcard. Additional co-branded Simon Giftcard programs include alliances with Indiana University, Purdue University, the Indiana Pacers, the San Antonio Spurs, the Boston Celtics and the Dallas Mavericks.

Simon has also introduced the Simon Givingcard, from which a portion of the handling fees are paid to leading local and regional charities and the Simon Youth Foundation. In the fall of 2006, Simon introduced the Pink Ribbon Giftcard which has generated more than \$700,000 to date to benefit the Susan G. Komen Foundation's efforts at breast cancer awareness and research.

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In conjunction with the introduction of the Simon Aggie Giftcard, Simon will expand sales locations for the Simon Longhorn Giftcard, as well as the Simon Aggie Giftcard, to 17 of its shopping centers across the state of Texas, including:

- *Austin*: Barton Creek Square, The Domain and Lakeline Mall
- *El Paso*: Sunland Park Mall and Cielo Vista Mall
- *Garland*: Firewheel Town Center
- *Harlingen*: Valle Vista Mall
- *Houston*: The Galleria
- *Hurst*: North East Mall
- *Irving*: Irving Mall
- *Longview*: Longview Mall
- *McAllen*: La Plaza Mall
- *Midland*: Midland Park Mall
- *San Antonio*: Ingram Park Mall and Rolling Oaks Mall
- *Sherman*: Midway Mall
- *Tyler*: Broadway Square

These Simon Giftcards, which are sold in increments ranging from \$20 to \$500, will also be available for purchase online at [www.simon.com](http://www.simon.com).

The Simon Giftcard is a Visa prepaid card that can be used at all Simon shopping centers and anywhere Visa debit cards are accepted. It is the world's largest Visa prepaid gift card program with a total of 7.3 million cards sold in 2006, representing sales of \$518 million.

### **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®, The Mills®, community/lifestyle centers and international properties. It currently owns or has an interest in 379 properties comprising 256 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](http://www.simon.com).

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