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**NATION'S LARGEST MALL OPERATOR LAUNCHES MARKETING PROGRAM
TO HELP CONSUMERS MAKE THE MOST OF THE HOLIDAY SEASON**

*Campaign emphasizes what consumers want: Retailer sales, convenience,
quality stores and brands, and a festive holiday mall environment*

INDIANAPOLIS, IN, November 13, 2008 – With nearly every American consumer planning to shop at a mall this holiday season, the nation's largest mall operator, [Simon Property Group](#), Inc. (NYSE: SPG), is launching a campaign designed to capture that holiday spirit and help consumers make the most of the holiday season.

“We want to help our customers enjoy the holidays to their fullest and to shop smarter than ever before,” said Mikael Thygesen, chief marketing officer, Simon Property Group, and president of the company's business-to-consumer arm, Simon Brand Ventures.

“So today,” Thygesen said, “we are launching a campaign called *Shop Smarter at Simon Malls* at every one of our 300-plus malls and Mills® properties to help consumers capitalize on a broad array of retailer offers and customer amenities, all tailored to make their holiday shopping a festive and even a *rejuvenating* experience.”

The campaign was created on the heels of a nationwide online survey among 4,047 respondents conducted for Simon by BIGresearch, which shows consumers are looking forward to retailer bargains, huge brand selections, and a fun environment found only at the mall during the holiday season.

According to the survey's findings, nearly two-thirds of consumers said they will shop at the mall this holiday season to take advantage of deals and bargains.

Shop Smarter/Add One

“We want to help consumers make their budgets stretch a little further this year,” Thygesen said, adding that retailer sales and special offers will be featured in the campaign that will be aggressively promoted to shoppers online, through email blasts, and on mall at Simon Guest Services locations.

“Our research also shows consumers are looking forward to shopping at our malls to enjoy the festive environment and spend quality time with friends and family,” Thygesen said.

The *Shop Smarter at Simon Malls* campaign will be rolled out nationally in time for Black Friday at Simon malls and Mills properties and will include the following consumer benefits:

- **Retailer Offers:** Promotional offers from a wide range of retailers will be promoted online at simon.com, on mall at Simon Guest Services locations, and distributed directly to Simon shoppers via email blasts. The goal is to make consumers aware of the wide range of deals on which they can capitalize this holiday season.
- **Rejuvenation Stations:** These new soft-seating lounge areas have been established at all Simon malls and Mills properties, and include various amenities like big screen TVs, free coffee and beverages, and concierge services, etc. for shoppers to take a break during their shopping.
- **Early Hours:** From Black Friday (Nov. 28) through the holiday season, each Simon mall and Mills property will have earlier hours than usual and extended shopping hours every day. Most Simon malls and Mills properties will open at 5:00 a.m. on Black Friday to kick off the official holiday shopping season. Simon-owned Chelsea Premium Outlet Centers® will open all its 40 centers nationwide at the stroke of midnight to kick off its three-day after-Thanksgiving sale.
- **Simon Giftcards Galore:** Special gifts with qualifying purchases of *Simon Visa Giftcards* and *American Express* branded Simon Giftcards (at selected properties) will be available. The Simon Giftcard® is a gift everyone enjoys which is available in denominations from \$20 to \$500 that can be used wherever Visa debit (worldwide) and American Express (U.S. only), respectively, is accepted. And at certain participating properties, there will be \$20 **Discover Card** gift cards available to shoppers who present receipts for qualifying purchases of \$200 or more made at those properties with their Discover Card. Details of these promotions are available at the participating properties.
- **Holiday Entertainment:** Local holiday entertainment including carolers, choral groups, and other merry-makers will perform for holiday shoppers at Simon malls and Mills properties, adding to the festive holiday family environment.

Shop Smarter/Add Two

- **Holiday Movies On-Mall:** Frosty the Snowman, Rudolph the Red-Nosed Reindeer, and other holiday favorites will be broadcast across the OnSpot Digital Network, Simon's 49-mall digital television network.
- **Santa:** The tradition of Santa on mall will continue this season and add to the festive holiday environment. Santa and (at select malls) holiday pet photos will be available to families to capture the moment.
- **Shows-to-Go:** Tickets to the season's most exciting holiday happenings will be offered through Ticketmaster and available at Guest Services at select malls.
- **Parking Convenience:** Convenient transportation incentives, including, at a number of properties, free valet or preferred parking for car-poolers of four or more per car, will be available.
- **Special Holiday Lighting Ceremonies:** Shoppers won't want to miss the extravagant and elegant tree-lighting festivities held at many Simon malls and Mills properties to launch the holiday season.
- **Personal Shoppers:** More than 20 Simon malls are offering "personal shopper services" for holiday shoppers this season.

For more information on *Shop Smarter at Simon Malls* and Mills properties, go to www.simon.com.

"We are excited about the upcoming holiday shopping season, and confident our campaign and its many consumer-friendly elements will provide a great benefit to consumers and retailers across the country," Thygesen said.

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 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.