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***SIMON dTOUR LIVE PRESENTED BY ABC FAMILY CONNECTS POP STARS
AND TOP BRANDS AT SIMON MALLS***

Free Concert Event Combines Music, Fashion, Technology

INDIANAPOLIS, IN, June 2, 2008 – Teens coast-to-coast will enjoy some of their favorite pop-music stars while exploring what’s new in technology, fashion and fun during the [2008 Simon dTOUR Live Presented by ABC Family](#), a free, live concert and lifestyle event touring 24 Simon malls nationwide this summer, it was announced today.

Simon dTOUR Live, developed by Simon Brand Ventures, the business-to-consumer arm of Simon Property Group, Inc. (NYSE: SPG), will run from mid-June through late August.

The biggest teen mall tour in America, *Simon dTOUR Live* lets teens hear some of their favorite musicians live while enjoying their favorite brands through interactive games, online contests, and other activities sponsored by [ABC Family](#), [Coca-Cola](#), and [Sprint](#).

“*Simon dTOUR Live* showcases some of the pop-rock acts that today’s teens love most, which is one reason why it has become the most significant mall tour targeting teens,” said Cathi Weiner, senior vice president, Simon Brand Ventures. “In the past, we have showcased high-profile young stars working their way up the charts, including [Ashlee Simpson](#), [Taylor Swift](#), [Plain White T’s](#), [Brooke Hogan](#), and others while they were building their early followings,” Weiner said. “Today, through partnering with [Universal Music Group Distribution](#), we’ve evolved into a vehicle sought by pop-rockers *after* they hit it big, like the platinum-selling [All American Rejects](#), and chart-climbers [Forever the Sickest Kids](#), and [Kate Voegele](#), just to name a few,” she said.

[A Cursive Memory](#) has also signed on to the tour. The band’s first video, “Everything,” set a new record on MySpace.com for the most-viewed video by a pop-rock band. This year’s line-up also includes [Switches](#), [Push Play](#), [SAFETYSUIT](#), and [PlayRadioPlay](#).

Simon dTOUR Live Presented by ABC Family/Add One

The tour launches June 13 in Nashua, N.H., and wraps on August 24 in the Chicago area after visiting 24 Simon malls across the country, including nine Mills-branded properties.

This year, aspiring musicians are invited to get in on the act with the *2008 Simon dTOUR Live* Video Booth. Those with a penchant for performing can sing along with their favorite songs and then email their performance to their friends, as well as upload it onto the official dTOUR Web site, www.simondtour.com, for voting by other dTOUR fans. The top-vote-getter will get the chance to see his or her performance broadcast across 49 Simon malls from coast to coast on Simon's own OnSpot Digital Network.

"*Simon dTOUR Live* has become a full, 360-degree interactive event where sponsors are able to interact with young people in their element—hearing their favorite bands live at a Simon Mall, downloading songs or ringtones, posting photos on Myspace.com\roadie4dtour, and connecting with other dTOUR attendees at Facebook.com," Weiner said. "This year's tour will be more innovative and connected than ever before."

For example, she said, fans who register at www.simondtour.com become eligible to win meet-and-greet sessions with their favorite dTOUR artists, get autographs, pose for photos with the musicians, and become eligible to win a \$250 Simon Visa Giftcard shopping spree through a drawing prior to the event. 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 shows, and audience members will be invited on stage to participate in the exciting ABC Family Puzzle Race.
- **Coca-Cola** – Consumers can enjoy the Coke sampling area, equipped with state-of-the-art, interactive, touch-screen vending machines never before seen in the U.S., featuring music, video, and more. Coke will give away eight specially designed, limited-edition "West Meets East" 8.5 oz aluminum bottles, while supplies last. Teens will also have the chance to design their very own unique digital Coke bottle online. Finally, teens can have their picture taken with simulated versions of our Coke Olympic Athletes, which they can pick up at the Simon dTOUR Live Web site using photo retrieval cards distributed at the event .
- **Sprint** – Sprint will showcase the latest in cell-phone technology and accessories in conjunction with their partners – Sanyo, Samsung, Palm, LG, Sandisk, Skinit, Jabra & Glu. Teens will also have the opportunity to play Plinko and win prizes for matching popular text anagrams. Throughout the event, Sprint will shower audience members with special giveaways.

Simon dTOUR Live is the cornerstone of Simon's teen platform, which integrates tailored brand sponsorships with exciting and interactive entertainment, events and concerts. The program illustrates Simon Brand Ventures' ability to engage consumers and retailers with a fully integrated multi-media experience at the point-of-sale.

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Simon dTOUR Live Presented by ABC Family/Add Two

Simon will support the 2008 *Simon dTOUR Live Presented by ABC Family* with television, Simon's OnSpot Digital Network, radio, peer-to-peer viral marketing and other online initiatives. Additional information, including the event schedule, is located at www.simondtour.com.

Editors Note: Performer bios and photos are available upon request from Susan Luke at susan.luke@fleishman.com Additional artist information also available on their respective websites:

All American Rejects	http://www.allamericanrejects.com/home.aspx http://www.myspace.com/allamericanrejects
A Cursive Memory	http://grid.vagrant.com/grid/ecards/acursivememory/acm.html http://www.myspace.com/acursivememory
Forever The Sickest Kids	http://www.foreverthesickestkids.com/default.asp http://www.myspace.com/foreverthesickestkids
Kate Voegele	http://www.katevoegele.com/ http://www.myspace.com/katevoegele
Play Radio Play	http://playradioplay.com/prp/ http://www.myspace.com/playradioplay
The Switches	http://www.switchesmusic.net/ http://www.myspace.com/switchesmusic
Push Play	http://www.pushplaysite.com http://www.myspace.com/pushplayrox
SAFETYSUIT	http://www.myspace.com/safetysuit

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 382 properties comprising 260 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.

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Simon dTOUR Live Presented by ABC Family/Add Three

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®, launch of Simon platform programs such as Simon dTOUR Live®, Simon Kidgits Club® and Simon Super Chefs Live!®; 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 OnSpot Digital Network

OnSpot Digital Network is a 50/50 venture between Publicis Groupe, the world's fourth largest communications company, and Simon Property Group. OnSpot Digital Network is a new digital media channel that transmits digital lifestyle programming and advertising via broadband networks on high-definition plasma displays in 49 premier Simon Malls in New York, Los Angeles, Chicago, Atlanta, Boston and other major markets across the country.

About ABC Family

Part of the Disney-ABC-TV Group, ABC Family, distributed in over 95 million homes, features original movies, series and specials reflecting today's families and entertaining and connecting with adults through relevant stories about today's relationships, all told with diversity, dysfunction, passion, humor and heart. ABC Family's programming is a mix of quality acquired series and theatricals as well as original movies and scripted dramas. ABC Family is also the destination for Holiday events with "13 Nights of Halloween" and "25 Days of Christmas" branded programming events. ABC Family. A New Kind of Family.

About Universal Music Group Distribution

Universal Music Group Distribution (UMGD) has been the industry market share leader for the past nine years and consists of four major divisions: Universal Music Distribution (UMD), Fontana, Vivendi Entertainment (VE), and UMGD Digital. UMD handles the distribution and sales for such labels as Universal Motown Republic Group, Island Def Jam Music Group, Interscope Geffen A&M Records, A&M/Octone Records, MCA Nashville, Universal Records South, Lost Highway, Mercury Nashville, Verve Music Group, Decca Label Group, Universal Music Latino, Universal Music Enterprises, Hip-O, UTV, Sanctuary Records, Univision Music Group, Disa, Machete Music, ABKCO, Concord Music Group, Hollywood, Emusica, Lyric Street, RMM, Thump, Rounder, Fonovisa, Varese Sarabande, Walt Disney, Big Machine, Show Dog Records and VI Music Records, Sybersound, Hidden Beach, Palm Pictures, and Universal Music Christian Group among many others. Fontana is the company's independent sales, marketing and distribution arm, VE is its theatrical and home entertainment division, and UMGD Digital manages and distributes all of Universal Music Group's digital assets, including mobile.



SIMON dTOUR LIVE
2008 TOUR
 EVENT DATES & TIMES

DATE	EVENT TIMES	SIMON MALL	FEATURE HEADLINER
June 13	3:00PM - 9:00PM	PHEASANT LANE MALL Boston - Nashua, New Hampshire	Kate Voegele
June 14	3:00PM - 9:00PM	EMERALD SQUARE MALL Boston - North Attleborough, Massachusetts	A Cursive Memory
June 21	3:00PM - 9:00PM	ROOSEVELT FIELD New York - Garden City, New York	A Cursive Memory Push Play
June 22	12:00PM - 6:00PM	SMITH HAVEN MALL New York - Lake Grove, New York	Kate Voegele
June 27	3:00PM - 9:00PM	OCEAN COUNTY MALL New York - Toms River, New Jersey	Forever The Sickest Kids Switches
June 28	3:00PM - 9:00PM	MONTGOMERY MALL Philadelphia - North Wales, Pennsylvania	Kate Voegele
June 29	12:00PM - 6:00PM	OXFORD VALLEY MALL Philadelphia - Langhorne, Pennsylvania	Switches Your Vegas
July 2	3:00PM - 9:00PM	ARUNDEL MILLS Baltimore - Hanover, MD	Kate Voegele
July 8	3:00PM - 9:00PM	VIRGINIA CENTER COMMONS Richmond - Glen Allen, Virginia	Kate Voegele
July 10	3:00PM - 9:00PM	CONCORD MILLS Charlotte - Concord, North Carolina	A Cursive Memory SAFETY SUIT
July 13	1:00PM - 7:00PM	OPRY MILLS Nashville - Nashville, Tennessee	SAFETYSUIT
July 18	3:00PM - 9:00PM	TOWN CENTER AT COBB Atlanta - Kennesaw, Georgia	TBD
July 19	3:00PM - 9:00PM	DISCOVER MILLS Atlanta - Lawrenceville, Georgia	Kate Voegele
July 20	12:00PM - 6:00PM	MALL OF GEORGIA Atlanta - Buford, Georgia	The All-American Rejects
July 25	3:00PM - 9:00PM	TYRONE SQUARE Tampa - St. Petersburg, Florida	TBD

July 29	3:00PM - 9:00PM	KATY MILLS Houston - Katy, Texas	The All-American Rejects
August 1	3:00PM - 9:00PM	GRAPEVINE MILLS Dallas - Grapevine, Texas	PlayRadioPlay
August 3	12:00PM - 6:00PM	LAKELINE MALL Austin - Cedar Park, Texas	Kate Voegele
August 9	1:00PM - 7:00PM	LAGUNA HILLS MALL Los Angeles - Laguna Hills, California	Kate Voegele A Cursive Memory
August 10	12:00PM - 6:00PM	THE BLOCK AT ORANGE Los Angeles - Orange, California	Plain White T's
August 16	3:00PM - 9:00PM	MAPLEWOOD MALL Minneapolis - St. Paul, Minnesota	A Cursive Memory
August 17	12:00PM - 6:00PM	SOUTHDALE CENTER Minneapolis - Edina, Minnesota	Kate Voegele
August 23	3:00PM - 9:00PM	GURNEE MILLS Chicago - Gurnee, Illinois	Kate Voegele
August 24	12:00PM - 6:00PM	ORLAND SQUARE Chicago - Orland Park, Illinois	Forever The Sickest Kids

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