



**THERE'S
SOMETHING
NEW &
DIFFERENT
IN THE AIR.**



MEET THE NEW SIMON.

Starting today, you will see a number of exciting changes at Simon.

We have a new simon.com uniting our malls, Premium Outlets and Mills centers in one easy to use, beautifully designed website. We've launched our first Simon national advertising campaign in industry leading magazines such as Vogue, Vanity Fair, Elle and GQ to name a few. All key centers will feature our new, modern, stylish look and feel with updated collateral, signage and Guest Services uniforms. In addition, we will soon unveil a number of new, innovative digital initiatives and cutting edge event programming to support our retailers' business and deliver the joy of discovery to our shoppers. All of this (and more) will enhance the shopping experience for millions of consumers and reinforce Simon's position as the nation's preeminent shopping center destination.

Stay tuned for more news over the coming months from the new world of Simon.