



**MEDIA RELEASE
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**SIMON PROPERTY GROUP BRIARWOOD MALL
RECEIVES BUSINESS RECYCLING LEADERSHIP AWARD**

Recycle Ann Arbor Award Recognizes Environmental Responsibility

Ann Arbor, MI – Recycle Ann Arbor, a national leader in recycling and waste programs, announces that Indianapolis, IN-based Simon Property Group (NYSE:SPG) has been awarded the Business Recycling Leadership Award for its Briarwood Mall location. The award recognizes outstanding recycling and sustainability efforts on the part of Ann Arbor businesses.

In order to earn the award, businesses must meet the following criteria:

- They must be located in the City of Ann Arbor;
- Be a Recycle Ann Arbor customer;
- Recycle a high percentage of waste, as verified by a waste and recycling audit;
- Have a designated staff person or green team that coordinates recycling;
- Recycle special items, such as printer cartridges or fluorescent light bulbs;
- Offer recycling education to employees; and
- Be involved in at least three sustainable practices, such as green purchasing, zero waste efforts, or energy efficiency programs.

Simon Property Group manages more than 320 shopping centers in the United States, and has owned Briarwood Mall since 2007. The U.S. Environmental Protection Agency named Simon Property Group as a 2008 ENERGY STAR® Partner of the Year for outstanding energy management and reductions in greenhouse gas emissions at its malls across the country.

From April, 2008 through January, 2010, Briarwood Mall recycled 3,582,300 pounds of paper and 127,950 pounds of containers. The mall had been recycling cardboard since 2003, and containers since 2007, but was able to increase recycling volumes through partnering with its 101 tenants and utilizing the City of Ann Arbor's free recycling program.

Briarwood Mall General Manager Ida Hendrix and Operations Director Mike Ewald, with a combined total of more than 30 years of mall management experience, are the driving force behind the mall's outstanding recycling program.

"We go above and beyond traditional programs by recycling materials such as fluorescent light bulbs, ink cartridges, and batteries," said Hendrix. "We keep our tenants updated about recycling efforts through quarterly merchant meetings."

Other environmentally-friendly efforts include upgrading the mall's lighting from T-12 fluorescent bulbs to energy-saving T-8 bulbs, a project which Ewald is currently working to complete with light manufacturer Sylvania. In November of 2008, the mall conducted a "Shop Smarter Campaign" to distribute 500 reusable shopping bags to customers. Each bag contained a Sylvania compact fluorescent light bulb, as well as a list of resource conservation tips and practices.

It's all part of the Simon Property Group's internal initiative to do business efficiently, said Hendrix. "As part of this goal, we are continually looking for ways to save resources and money, while helping the environment."

Founded in 1977, Recycle Ann Arbor is a leader in the recycling industry, offering easy and convenient recycling for the home and workplace. As a private nonprofit organization, Recycle Ann Arbor is dedicated to providing education and innovative services in the collection, processing and distribution of recyclable materials.

Recycle Ann Arbor started Michigan's first curbside recycling program in 1978, and currently operates the state's largest community drop-off center, The ReUse Center, the Environmental House green building resource center, the Ann Arbor curbside recycling program, Calvert's Roll-Off Containers, and Energy Works of Michigan.

For more information about Recycle Ann Arbor, please call (734) 662-6288 or visit Recycle Ann Arbor on the Web at: www.recycleannarbor.org.

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PHOTO CAPTION: Briarwood Mall Operations Director Mike Ewald (left) and General Manager Ida Hendrix are the driving force behind the mall's outstanding recycling program, which has been honored with Recycle Ann Arbor's Business Recycling Leadership Award.