

Arizona Mills

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ARIZONA MILLS CELEBRATES GRAND OPENING OF MYSTUDIO

Ribbon-cutting ceremony on Friday, March 19 to welcome cutting-edge multimedia recording studio

TEMPE, AZ (March 17, 2010) – Arizona Mills, the largest outlet and value retail shopping destination in Arizona, is pleased to announce the grand opening and ribbon-cutting ceremony of MyStudio, an affordable, state-of-the-art audio/video recording studio, on Friday, March 19 at 9:30 a.m. Joining in the festivities will be Larry Ryckman, CEO of MyStudio, Inc., and Barry Goldwater, Jr., Chairman of the Board of Studio One Media, Inc.

“We are excited to offer our shoppers this cutting-edge experience, whether it be for fun or to help someone pursue a dream,” said Todd Olson, general manager at Arizona Mills. “This new concept continues to show shoppers that Arizona Mills really does mean more stores, more value, more selection and more fun.”

MyStudio at Arizona Mills, the only one in the state and the first in The Mills® portfolio, offers shoppers a self-contained personal recording studio, combining professional audio mixing in real time with HD video that enables users to create music videos, audition videos, dating videos and more. The studio also allows aspiring musicians the opportunity to choose from more than 1,000 backgrounds that complement their original musical works. Plus, MyStudio provides vocalists with thousands of licensed EMI songs. Through the MyStudio.net website, these musical hopefuls can display their accomplishments for viewing by friends, family and talent agents. Thousands of videos have been created by MyStudio customers for a multitude of uses including music, modeling, comedy, auditions, casting, job resumes, dating and personal greetings. A five minute recording session costs \$20.

MyStudio is a product of Studio One Media, Inc., a Scottsdale-based entertainment technology company with a goal of bridging the gap between professional and consumer audio/visual recording quality. For more information, visit www.mystudio.net.

For more information about Arizona Mills’ special events and promotions, and for a complete list of retailers, call (480) 491-9700 or visit www.arizonamills.com.

About Arizona Mills

Arizona Mills, the largest outlet and value retail shopping destination in Arizona, provides the ultimate shopping experience with more than 175 outlet and value retail stores including Neiman Marcus Last Call, Saks Fifth Avenue OFF 5TH, 2b bebe, American Eagle Outfitters, Disney Outlet Store, G by Guess, Gap Outlet, Kenneth Cole Company Store, Nike Factory Store, Perry Ellis, Tommy Hilfiger and Victoria’s Secret. Shoppers can enjoy high-quality entertainment venues such as GameWorks, Harkins Luxury 24 Cinemas and IMAX Theatre and restaurants such as 5 & Diner, Claim Jumper, Garcia’s, and Rainforest Café.

Arizona Mills is located at the Arizona Mills interchange at the intersection of Interstate I-10 and US Highway 60 in Tempe, AZ, about 14 miles east of Phoenix. Regular mall hours are 10 a.m. – 9 p.m., Mon-Sat, and 11a.m. – 6 p.m. on Sunday. For more information on Arizona Mills, please call (480) 491-9700 or visit www.arizonamills.com.

About The Mills, A Simon Company

The Mills®, one of Simon Property Group's five real estate platforms, is comprised of 16 value-oriented retail destinations totaling over 24 million square feet. The Mills offers a unique brand of shopping with a mix of popular name-brand outlets, value retailers and full-price stores, plus family-oriented dining and entertainment concepts. The Mills are well-located in major metropolitan markets and many are recognized as leading tourism destinations. Notable

properties include Arundel Mills (Baltimore), Gurnee Mills (Chicago), Grapevine Mills (Dallas), Ontario Mills (Los Angeles), Opry Mills (Nashville), Potomac Mills (Washington, DC) and Sawgrass Mills (Ft. Lauderdale/Miami).

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 Outlets®, The Mills®, community/lifestyle centers and international properties. It currently owns or has an interest in 382 properties comprising 261 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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