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MONTGOMERY MALL of Pa. HIGHLIGHTED EARLY LITERACY AT 2008 BOOK BLAST! EVENT

Simon Kidgits Club Members Had a "Blast" With Celebrity Readers, Free Giveaways, a New Kidgits Club Book and Even a Vote of Their Own!

/24-7PressRelease/ - DOYLESTOWN, PA, April 13, 2008 - Kids of all ages celebrated the joy and magic of reading at Montgomery Mall's 2008 Book Blast! on Saturday, April 5. The fourth annual event, hosted by Montgomery Mall's Kidgits Club, was free and open to all kids and their parents. Held in Simon Malls throughout the country, Book Blast! introduced young children to the wonder of stories and books.

Celebrity readers, engaging activities and giveaways brought children's stories to life during this fun and interactive event. In addition to promoting early literacy, the event highlighted the importance of expressing opinions through voting.

To that end, Brad Segall, KYW Newsradio Montgomery County Suburban Bureau Chief and Risa Vetri Ferman, Montgomery County District Attorney read *Vote for Me: All About Civics* by Kirsten Hall and Bev Luedecke. Immediately afterward, the children voted on kid-friendly topics, such as whether peanut butter and jelly or cheese sandwiches are better. Official results were available immediately after the balloting.

"Book Blast! is an important communitywide event that was enjoyed by parents and kids alike," said Menden Poole, Marketing Manager of Montgomery Mall. "Children love to be read to, and through Book Blast! learned the benefits of reading for their own enjoyment. And this year, with elections going on across the country, we thought it would be fun to show kids the importance of expressing their opinions and how it benefits our communities and our country."

Celebrity readers were also on hand to read *Come Out and Play With the Kidgits!*, the just-published, second Kidgits book from the Simon Kidgits Club. The rhyming book introduces each of the Kidgits Club characters and shows how each is unique in his or her own special way. Local celebrity readers also read other children's books, including *Little Critter: It's Earth Day!*, *Bedtime Safari*, *A Pony Show* and *Smash! Crash!*

All kids attending the event received a grab bag of giveaways and an activity sheet from the PBS Kids show "Franny's Feet," and had the chance to win great prizes. Additionally, Simon Kidgits Club members received a free copy of *Come Out and Play With the Kidgits!*. To help promote the joys of reading, kids and their parents were encouraged to bring a gently used or new book for donation.

Simon Kidgits Club Book Blast! is part of a national effort by Simon Property Group to help instill a love of books in children, and to encourage them to share the magic of reading with others. The event was one of several programs that are held throughout the year for members of Simon Kidgits Club, which focuses on health, wellness, education, safety and entertainment for children ages three through eight.

Families can sign up for the Kidgits Club during regular mall hours at Montgomery Mall or online at www.simonkidgitsclub.com. Membership includes a Kidgits Club membership card and T-shirt, scheduled entertainment and activities for families, a Birthday Club (including birthday card and gift redemption certificate), unique programs and offers, discounts, and a quarterly newsletter. For more information, visit Montgomery Mall's Web site at www.shopmontgomerymall.com or the Simon Kidgits Club website at www.simonkidgitsclub.com.

About Simon Property Group

Simon Property Group, Inc., headquartered in Indianapolis, Indiana, is a real estate investment trust engaged in the ownership, development and management of retail real estate, primarily regional malls, Premium Outlet centers and community/lifestyle centers. The Company's current total market capitalization is approximately \$42 billion. Through its subsidiary partnership, it currently owns or has an interest in 286 properties in the United States containing an aggregate of 200 million square feet of gross leasable area in 39 states plus Puerto Rico. Simon also owns interests in 51 European

shopping centers in France, Italy, and Poland; 5 Premium Outlet centers in Japan; and one Premium Outlet center in Mexico. Additional Simon Property Group information is available at www.simon.com.

About Simon Brand Ventures

Simon Brand Ventures (SBV), Simon's business-to-consumer arm, has pioneered the transformation of shopping malls into a medium where consumer brands can build one-on-one relationships with shoppers who make approximately 2.4 billion visits to Simon malls 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 Giftcard , launch of Simon platform programs such as Simon Kidgits Club , Simon Super Chefs Live! , Simon DTour Live , and Simon Evening of Giving ; a national media delivery channel including static, digital and experiential marketing and advertising vehicles; and multiple national and local marketing alliances with Coca-Cola, Visa U.S.A. and Cingular Wireless, among others.

About Furia Rubel

Furia Rubel is a certified woman-owned (WBE) Philadelphia-area public relations agency. We provide expert strategic planning and public relations / publicity services to lawyers and the legal industry, professional service firms, business-to-business organizations (B2B), education and nonprofit institutions. We also work with companies with unique service offerings such as internationally-acclaimed authors, special events and green initiatives.