



General Growth Properties and TLC's "What Not to Wear" Join Forces to Educate and Empower Shoppers for the Fall Season

"Shop Smart Look Fab" program features expert fashion advice, exclusive offers, in-mall giveaways and taps emerging social media outlets to help connect with savvy shoppers online

CHICAGO, Sep 15, 2009 (BUSINESS WIRE) -- This fall, shopping center developer General Growth Properties, Inc. (GGP) is not only focusing on adding greater value to consumers' shopping experiences, but also adding greater value to their purchases.

To accomplish this, GGP partnered with TLC Network's "What Not to Wear" television series to help give mall shoppers expert insights and educate them on how to shop more effectively instead of more expensively.

The program, entitled *Shop Smart Look Fab*SM, aims to resonate with consumers who TLC and GGP say are shopping more selectively and seeking greater return on their purchases. The campaign is designed to educate and empower consumers to achieve even smarter shopping habits.

Shop Smart Look Fab launched in August with a dedicated Web site, www.ShopSmartLookFab.com, where consumers can find exclusive fashion content from the "What Not to Wear" style gurus, including wardrobe tips and style quizzes. From this Web site, shoppers also can locate their nearest participating GGP mall and enter for a chance to win a "What Not to Wear" Experience*, including a trip to New York City, a \$2,500 shopping spree, plus a chance to meet a member of the "What Not to Wear" team.

GGP also is connecting with customers via social media initiatives by connecting with fashion-forward shoppers through innovative activities that drive conversations of its *Shop Smart Look Fab* activities online. A partnership with Glam Media aggregates relevant, real-time social conversations occurring through online blogs and posts to encourage program participation and viral sharing via Glam's Tinker.com platform.

"Our goal is to offer our shoppers more value at a time when people are asking, 'How do I get the most out of what I already have, but also make smart purchases that give me a greater return on my investment?'," said Wally Brewster, senior vice president, Marketing & Communications, General Growth Properties. "The partnership with TLC aligns two industry experts to provide consumers the value and experience they are looking for in today's marketplace."

Another online program activity generating consumer excitement is a chance for shoppers to participate in a virtual GGP Gift Card giveaway*, specific to their nearest GGP mall location. Through this promotion, more than 140 GGP malls are giving away hundreds of \$10 gift cards, while supplies last, to those who register on www.shopsmartlookfab.com. If shoppers act quickly they will have a chance to put some extra spending money in their pocket.

All *Shop Smart Look Fab* activities ramp up to a culminating in-mall promotion Sept. 17-20 in participating markets. The four-day promotion will feature even more GGP Gift Card offers*, special deals from participating retailers, and free Shop Smart Style Guides that will help empower shoppers to make smart fashion purchases this season.

"This partnership is a perfect match for 'What Not To Wear.' It extends the show's message that every woman can look and feel stunning by learning to shop styles for her body type and highlight her best features," said Tom Carr, senior vice president of marketing, TLC.

GGP and TLC's "What Not To Wear" will continue their partnership with an exciting and interactive 2010 spring initiative.

**Visit ShopSmartLookFab.com for complete details, terms and conditions.*

GGP Information

General Growth Properties, Inc. currently has ownership interest in, or management responsibility for, over 200 regional shopping malls in 44 states, as well as ownership in master planned community developments and commercial office buildings.

The Company's portfolio totals approximately 200 million square feet of retail space and includes over 24,000 retail stores nationwide. For more information, visit www.ggp.com.

TLC Information

TLC's innovative docu-series and reality-based programming include favorites Jon & Kate Plus 8, Little People, Big World, What Not to Wear, 18 Kids and Counting, and LA Ink. TLC defined home design with Trading Spaces and continues to renovate the genre. TLC's daytime lineup includes the Emmy Award-winning A Baby Story. The channel is available in more than 98 million homes in the US, nearly 8 million homes in Canada and through the website at www.tlc.com. TLC is part of Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries.

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