



## **General Growth Properties Launches Country's First Nationwide Mall-Based Mobile Advertising Network**

CHICAGO, Jun 16, 2009 (BUSINESS WIRE) -- General Growth Properties, the second largest US mall owner and MOBISIX, a leading mobile marketing products and services company, today announced the launch of The Club Mobile<sup>SM</sup>, the country's first nationwide mall-based mobile advertising network. The Club Mobile is an extension of The Club, GGP's existing on-line consumer marketing program that sends email notifications of mall sales and events to an exclusive list of opt-in members. The Club Mobile extends the value of The Club by delivering discounts and offers to on-the-go consumers through text messages.

"This type of marketing innovation is a great example of how we are meeting the needs of today's consumer," says Keith Maladra, vice president of Consumer Intelligence at General Growth. "We believe this provides a unique tool for our retailers and gives value to our consumers by allowing them control of what type of offers they receive and how they receive them. The bottom line: we want to help our retail tenants drive store traffic, and this is a great way to accomplish that."

Consumers can join The Club Mobile by visiting [www.TheClubMobile.com](http://www.TheClubMobile.com) and entering their mobile phone number and other preference data. As an additional incentive to join, the program is offering a chance to win a \$1,000 shopping spree.

"The MOBISIX platform and programs like The Club Mobile address head-on the accelerating consumer mindset of personalization and value-consciousness in today's economy," says Dan Roselli, CEO of MOBISIX. "For retail brands, this innovative and new marketing channel provides the response rate and ROI-accountability all marketing dollars must answer to. Consumers need to stretch farther and brands need to make their marketing budgets work harder. It's a win-win."

The Club Mobile is powered by MOBISIX ([www.mobisix.com](http://www.mobisix.com)) and its proprietary messaging platform, which is designed around consumer-controlled preferences and data and analytics-driven decisions. This technology allows consumers to get relevant and personal offers. MOBISIX's patents are currently pending. In addition, the platform acts as a key enabler of green marketing by allowing brands and consumers to take advantage of shopping incentives and coupons without printing.

### **GENERAL GROWTH PROPERTIES, INC.**

The Company 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. The Company's common stock is trading in the pink sheets under the symbol GGWPQ.

### **About MOBISIX**

MOBISIX is a mobile marketing firm that offers a unique blend of high-caliber business consulting, flawless creative, advanced analytics, and proven implementation. As thought leaders in the mobile space, MOBISIX provides holistic mobile marketing solutions to the world's best companies. MOBISIX's unique messaging platform can be leveraged to create additional value-driven mobile networks in industries such as travel, entertainment, grocery, shopping malls and retail brand sectors. MOBISIX is uniquely positioned as a mobile technology platform that can aggregate a large volume of mobile opt-in consumers and segment those users according to specific consumer-controlled preferences. MOBISIX is based in Charlotte, North Carolina. For more information please visit [www.mobisix.com](http://www.mobisix.com).

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