



GGP Malls Offer Greater Value, More Incentives to Reward Holiday Shoppers All Season Long

2009 survey indicates holiday gift giving remains a high priority to consumers; Special GGP mall activities and partnerships help stretch holiday shopping dollars even further

CHICAGO, Nov 12, 2009 (BUSINESS WIRE) -- The gift-giving spirit will remain in full force this holiday season. According to an online survey* conducted by NRNSM, a National Research Network, approximately two-thirds of Americans say the tradition of holiday gift giving remains an important part of their holiday season. To help today's shoppers stretch their holiday dollars and get even greater value out of the season, General Growth Properties, Inc. (GGP), owner/developer of shopping centers worldwide, is planning a calendar full of exclusive shopping events, retailer sales, and a special partnership with *Martha Stewart Living(R)* magazine at more than 160 GGP malls.

GGP's holiday program, MerryGivingSM, kicked off with the launch of www.MerryGiving.com, an online holiday headquarters that highlights special mall events and promotions. Holiday activities at participating malls include:

Holiday Content and Prizes from *Martha Stewart Living*

- ***Ideas and Inspirations*** - GGP has teamed up with *Martha Stewart Living* to feature some of the magazine's holiday ideas and inspirations in free, limited-time booklets at participating malls. Shoppers also can find even more helpful holiday content on their local GGP mall Web site. Visit www.MerryGiving.com for details.
- ***Martha Stewart Living UltimateParty*** - www.MerryGiving.com visitors can register for a chance to win a *Martha Stewart Living Ultimate Party*^{**}. The party, for up to 30 guests, is valued at \$5,000 and includes decorations, food, drinks and invitations.

November 14VIP In-Mall Shopping Promotion

- ***\$10 GGP Gift Card Giveaways*** - To help get the holiday shopping season in gear, participating GGP malls will promote an exclusive offer available to GGP shoppers who are members of The ClubSM. The November 14th promotion includes \$10 GGP Gift Card giveaways, while supplies last, and special, limited time, retailer offers. It's free and easy to register with The Club. Visit www.MerryGiving.com to find your local mall Web site and register to receive exclusive news, retail offers and much more.

Exclusive After Thanksgiving Promotions Available Friday & Saturday, Nov. 27 & 28 Until Noon

- ***Early Bird Promotions*** - Doors open at 7:00 am on November 27 and 28 at participating GGP malls. Shoppers can take advantage of the below MerryGiving promotions^{**}, while supplies last, from opening until noon. Visit www.MerryGiving.com for specific holiday mall hours.
 - ***Gift with Purchase***-Shoppers can earn a \$10 GGP Gift Card, while supplies last, by spending \$100 or more at participating malls.
 - ***Martha Stewart LivingSubscription*** - Customers who spend \$100 or more can receive, while supplies last, a bonus one-year subscription to *Martha Stewart Living* included in their purchases. Subscription cards can be picked up at the MerryGiving Gift Zone.
 - ***Free "Holiday Mistle-Totes"*** - Holiday shoppers will receive free "Holiday Mistle-Totes" full of retailer goodies, including a booklet of "Ideas and Inspirations from *Martha Stewart Living*," a *Martha Stewart Living*-branded cooking utensil, recipe cards and more. These special holiday hand-outs will be distributed, while supplies last, to mall-goers during the busy day after Thanksgiving weekend.
 - ***MerryGiving GiftZone*** - Shoppers can find these fun holiday offers at their local GGP mall's MerryGiving Gift Zone, which will be easily spotted and decorated with three giant red gift bags. The MerryGiving Zone is open on November 14, 27, 28 and December 21 from opening until noon. Visit www.MerryGiving.com for specific holiday mall hours.

St. Nick's Pet PicsSM

- **Pet Photo with Santa** - Every Monday night from November 30 through December 21 is Pet Night at participating GGP malls. Pet owners and their lovable, four-legged friends can pose for a keepsake photograph with Old St. Nick. Whether they've been naughty or nice this year, treat your favorite fuzzy companion to a special trip to commemorate the holidays together. Dates and times of Pet Nights may vary slightly per mall. Visit www.MerryGiving.com to find program details specific to the GGP mall nearest you.

GGP and Cosmopolitan Magazine, Shop 'Til You Drop

- **Salon Wish Gift Card Redemption** - At participating GGP malls, holiday shoppers also can earn a chance to pamper themselves at one of their favorite salons. From December 5-12, customers who spend \$75 or more at a participating GGP mall will receive a \$15 Salon Wish gift card, courtesy of Cosmopolitan magazine. Salon Wish gift cards are accepted at more than 4,000 salons nationwide. Mall receipts must be mailed to Cosmo. Visit www.Cosmopromo.com for additional program details and a list of participating GGP malls.

End-of-season Movie Ticket Offer

- **Go to the Movies on the Mall** - Finally, if you are one of those shoppers who needs every last minute of the season to complete your holiday gift purchases, participating GGP malls are offering a late season offer of two free movie tickets to the first 100 shoppers who spend \$250 at the mall on December 21. The tickets will be awarded in-person at the MerryGiving Gift Zone, while supplies last.

About GGP

General Growth Properties, Inc. currently has ownership interest in, or management responsibility for, more than 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.

* *NRNSM, a National Research Network, conducted an online survey with more than 1,200 shoppers in August 2009. The survey has a margin of error of ± 3 percent.*

** Visit www.MerryGiving.com for Official Rules and Terms, restrictions apply.

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