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**PHIPPS PLAZA TO TRANSFORM MAIN ENTRANCE WITH
STOREFRONT FAÇADE HIGHLIGHTING CENTER'S TOP LUXURY BRANDS**

ATLANTA (November 4, 2015) – Phipps Plaza, the Southeast's top luxury shopping destination located in the heart of Atlanta's fashionable Buckhead district, will soon have a striking, new luxury streetscape at its Peachtree Road entrance. As part of the center's multi-phase renovation, its new entrance will feature an elegant façade of storefronts representing some of the coveted brands that call Phipps Plaza home.

Slated to be complete by the end of 2015, the dramatic new façade is designed to complement the interior and exterior renovations that have taken place at the property over the past year. The entrance will consist of intricately designed, perforated metal panels highlighting luxury brands from Phipps Plaza's impressive retail roster, including **Jeffrey, Versace, Tiffany & Co., Giorgio Armani, BOSS Hugo Boss and Bottega Veneta**. The new Peachtree Road entrance will also feature a backlit glass curtain wall that will create a dynamic gateway to the property both day and night.

"Recognized as one of the country's premier centers for luxury shopping, Phipps Plaza is always seeking ways to not only enhance the shopper experience, but also the overall aesthetic of the center. The new façade of storefronts welcoming shoppers to the center offers a dynamic atmosphere for our guests and a prominent, visual opportunity for our best-in-class brands to highlight their stores," said Michelle Smart, head of leasing for Lenox Square and Phipps Plaza.

Interior renovations already completed include upgraded LED lighting, a complete repainting, new white carerra marble accents, an updated railing system, luxury soft seating and lounging areas, upgraded restrooms and the installation of a hotel-like concierge center.

Phipps Plaza has previously announced the addition of a residential project, "Domain at Phipps Plaza." With 319 mid-rise, urban-style luxury residences and a variety of floor plans to be developed with Columbus Realty Partners, Ltd., "Domain at Phipps Plaza" is scheduled to open in phases during July through November 2016. The center has also announced a joint venture with Noble Investment Group, which will bring the acclaimed AC Hotels by Marriott brand to Buckhead, slated for a May 2016 opening.

About Phipps Plaza

Located in Atlanta's prestigious Buckhead area, Phipps Plaza is the Southeast's premier upscale shopping destination, and is a Simon mall. Its diverse and exclusive mix of fashion and luxury retail features signature shops for Gucci, Versace, Jeffrey, Giorgio Armani, Valentino, Hugo Boss and Bally plus Tiffany and Co., and is anchored by Nordstrom, Saks Fifth Avenue and Belk. Phipps Plaza also offers popular dining and entertainment experiences including three white-tablecloth restaurants – Davio's Northern Italian Steakhouse, The Tavern and YEBO Restaurant & Bar – a 14-screen AMC Theatre with luxury recliners in all auditoriums, and LEGOLAND Discovery Center. For a directory of stores and upcoming events, visit simon.com or find us at facebook.com/hippsplazabuckhead, twitter.com/ShopPhippsPlaza, and instagram.com/shophippsplaza.

About Simon

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