



For Further Information, Please Contact:

Ashley Cameron / Kristin Cowart, KCPR: (404) 233-3993

Les Morris, Simon Property Group: (317) 263-7711

Donna Lecoin, Natural Body Spa: (678) 546-1045

**NATURAL BODY SPA AND SHOPPE COMING TO
ST. JOHNS TOWN CENTER**

- Day Spa to Open First Florida Location in Jacksonville -

INDIANAPOLIS, IN, (December 16, 2004) - Serious spa seekers in Jacksonville will find their haven with the opening of Natural Body Spa and Shoppe Jacksonville at St. John's Town Center, Simon Property Group, Inc. (NYSE:SPG) announced today. St. Johns Town Center is an innovative mixed-use project currently under joint development by SPG and Ben Carter Properties. The center, which is slated to open mid-March 2005, is located at the intersection of J. Turner Butler Boulevard and I-295 at St. Johns Bluff Road.

This is the Atlanta-based company's first venture into Florida with its renowned massage, aesthetic, nail, body and anti-aging treatments, and unique retail. The full service day spa delivers exquisite services that incorporate natural, results-oriented products such as Jurlique, the herbal-based Naturopathica (Natural Body is the exclusive retailer in Jacksonville), and its proprietary Natural Body Spa line.

Natural Body Jacksonville features 13 massage and esthetic treatment rooms, two private manicure/pedicure rooms, a couples massage room with a private water wall, private changing room and shower facility, and a shoppe with more than 1,000 square feet of Natural Body care, natural skincare lines used in the massage and facial services, aromatherapy, candles, and custom gift baskets. The Blending Bar, a Natural Body exclusive, offers customized aromatherapy blends for at-home or in-spa use.

Cici Coffee, founder and CEO, personally crafts each Natural Body Spa. As she does with every location, Coffee has skillfully created a natural, warm and embracing environment, reflective of the spa's surroundings. Coffee notes, "We are delighted to bring our spa concept to Jacksonville. There is an ethereal feeling in the area with the nearby beach, and I wanted to translate the elements of air, water and earth into our physical structure. Guests who enjoy our services will experience the same pure calm as they do at the beach."

For more information about Natural Body Jacksonville, please call Natural Body at (404) 874-9516 or visit online at www.naturalbody.com.

St. Johns Town Center, a 1.5 million square foot open-air retail project, is under construction in Jacksonville, Florida and is expected to open in mid-March 2005. The project will be comprised of a village component with a mainstreet design and a community center and will feature Dillard's, Barnes & Noble, Dick's Sporting Goods, Target, Ross Dress for Less, Designer Shoe Warehouse, Staples and PetsMart. Restaurants will include The Cheesecake Factory, Maggiano's, and P.F. Chang's. Simon is developing the project in conjunction with joint venture partner Ben Carter Properties.

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 shopping centers. The Company's current total market capitalization is approximately \$36 billion. Through its subsidiary partnerships, it currently owns or has an interest in 301 properties in North America containing an aggregate of 204 million square feet of gross leasable area in 39 states plus Puerto Rico, Canada and Mexico. Simon also holds interests in 49 European shopping centers in France, Italy, Poland and Portugal and 4 Premium Outlet centers in Japan. Additional Simon Property Group information is available at <http://www.simon.com>.

###