



April 9, 2009

Mikael Thygesen
Chief Marketing Officer and President - Simon Brand Ventures
Simon Property Group, Inc.
225 West Washington Street
Indianapolis, IN 46204
Fax: 317-6857222; 317-685-7270

Dear Mr. Thygesen,

As the national trade association representing 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to negative references to flowers and florists. SAF received an Administrative Professionals Day postcard from Potomac Mills that reads: "Sure, you could send flowers...but who would call the florist? Instead, give the gift that shows you put some thought into it—a Simon Giftcard." A copy of the postcard follows for your reference.

SAF realizes that advertising is competitive, and SAF supports respected principles that suggest promoting a product on its own merits rather than disparaging another. In other words, consumers choose Simon Giftcards for many positive reasons. Therefore making references to flowers and florists to make your giftcards look good seems unnecessary. SAF feels that taking the time to identify and promote your advantages results in more sharply focused, creative, successful advertisements.

On behalf of the floral industry, SAF requests that you simply eliminate negative references to flowers and florists in promotions and reconsider this negative approach in future advertising strategies.

Thank you for your time and consideration.

Sincerely,

Jenny Scala
Director, Consumer Marketing
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