



**ACCESS 360 MEDIA LAUNCHES  
THE MALLVISION360 DIGITAL™ NETWORK VIA PARTNERSHIP WITH  
SIMON PROPERTY GROUP'S ONSPOT DIGITAL**

***Nation's Largest Out-of-Home Media Network for Shoppers Combines Digital Content with Advertising Programming to Engage Media-Savvy Consumers in 49 Premier Malls in Top Markets***

**New York, NY – September 16, 2009 – Access 360 Media** (<http://www.access360media.com>), the nation's largest Out-of-Home media network for shoppers, today announced the launch of **Mallvision360 Digital™**, kicking off with an exclusive, multi-year partnership to provide editorial content and advertising programming for more than 900 screens in 49 **Simon Property Group** malls across the top 20 DMAs. Mallvision360 Digital includes the OnSpot Digital network. Mallvision360 Digital, which is a part of Access 360 Media's new **Shopper360™ Network**, will reach an estimated 140 million shoppers monthly closest to the point-of-sale.

Simon Property Group selected Access 360 Media as their exclusive digital advertising sales representative based on Access 360 Media's strong existing relationships with Fortune 500 companies and content creators as well as their proven ability to deliver highly targeted messages in a timely and engaging manner. Access 360 Media is integrating the OnSpot Digital Network into Mallvision360 Digital and will be programming its state-of-the-art HDTV screens with lifestyle, entertainment and educational content, as well as premium advertising.

"A number of media companies expressed interest in representing OnSpot and aggressively bid for the business. In the end, we felt Access 360 represented the best fit for our digital platform" said **Mikael Thygesen**, Chief Marketing Officer at Simon Property Group. "Access 360 Media has an impressive track record in digital out-of-home media. They share our deep understanding of the retail environment and can create a user experience that will benefit brands and advertisers by converting this into a media platform at the point of sale."

"Mallvision360 Digital represents a major step for Access 360 Media. We are extending our proven model of digital content and advertising distribution with shoppers more broadly and we're particularly pleased to be able to offer advertisers the added scale of Simon's OnSpot Digital Network as part of our new Mallvision360 Digital network," said **Lon Otremba**, CEO, Access 360 Media. "The combination of Simon's existing end-to-end digital network with the creative minds of our seasoned sales force is certain to create a lot of value for advertisers."

**About Access 360 Media**

Access 360 Media is the next generation of Out-of-Home Media, delivering digital content and advertising programming to engaged audiences through both digital and non-traditional media. The company owns and operates two divisions—Shopper360™ and Mobile360™. Through its Shopper360™ division, it operates the largest shopper-focused Out-of-Home media network, reaching 140 million shoppers each month in 10,000 locations nationwide. Shopper360™ connects brands to their consumers via national and geo-targeted media buys in the top malls and retail locations using multiple touch points including digital screens, static signage, sampling, and mobile media. Through its Mobile360™ division, it delivers a suite of services that provides economical, turnkey solutions that enables brands and retailers to create a mobile connection with their customers through text messaging campaigns, WAP pages, and integration with email and other communication platforms. Access 360 Media's clients include a roster of Fortune 500 companies and top brands such as Honda, Pepsi, Verizon, Wrigley, f.y.e, Game Crazy, Quiksilver and Vans.

**About Simon Property Group**

Simon Property Group, Inc. is an S&P 500 company and the largest public U.S. real estate company. Simon is a fully integrated real estate company which operates from five retail real estate platforms: regional malls, Premium Outlet Centers®, The Mills®, community/lifestyle centers and international properties. It currently owns or has an interest in 385 properties comprising 261 million square feet of gross leasable area in North America, Europe and Asia. The Company is headquartered in Indianapolis, Indiana and employs more than 5,000 people worldwide.

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