



**PLEASANT PRAIRIE
PREMIUM OUTLETS®**


SIMON™
PREMIUM OUTLETS

THE SIMON EXPERIENCE — WHERE BRANDS & COMMUNITIES COME TOGETHER

More than real estate, we are a company of experiences. For our guests, we provide distinctive shopping, dining and entertainment. For our retailers, we offer the unique opportunity to thrive in the best retail real estate in the best markets.

From new projects and redevelopments to acquisitions and mergers, we are continuously evaluating our portfolio to enhance the Simon experience - places where people choose to shop and retailers want to be.

We deliver:

SCALE

Largest global owner of retail real estate including Malls, Simon Premium Outlets® and The Mills®

QUALITY

Iconic, irreplaceable properties in great locations

INVESTMENT

Active portfolio management increases productivity and returns

GROWTH

Core business and strategic acquisitions drive performance

EXPERIENCE

Decades of expertise in development, ownership, and management

That's the advantage of leasing with Simon.

PROPERTY OVERVIEW

PLEASANT PRAIRIE PREMIUM OUTLETS®

PLEASANT PRAIRIE, WI

MAJOR METROPOLITAN AREAS

Chicago, IL: 60 miles
Milwaukee: 35 miles

RETAIL

GLA (sq. ft.) 403,000; 90 stores

OPENING DATES

Opened 1988
Expanded 2006

PARKING RATIO

5:1

RADIUS POPULATION

15 mile population: 592,891
30 mile population: 1,784,616
45 mile population: 5,936,707

AVERAGE HH INCOME

30 mile average: \$91,537

SELECT TENANTS

Ann Taylor Factory Store, Arc'teryx | Salomon, Banana Republic Factory Store, Brooks Brothers Factory Store, Calvin Klein Company Store, Coach Factory Store, Cole Haan Outlet, Express Factory Outlet, Gap Factory Store, HUGO BOSS Factory Store, J.Crew Factory, kate spade new york, LACOSTE Outlet, Michael Kors Outlet, NikeFactoryStore, The North Face, Polo Ralph Lauren Factory Store, UGG® Australia, Under Armour Factory House

TOURISM / TRAFFIC

Pleasant Prairie is an outlet shopping destination that is well established throughout Illinois and Wisconsin. Its prominent position on I-94 brings an average traffic count of 80,000 vehicles passing the center daily. More than 50% of shoppers live in the Chicago/Milwaukee market.

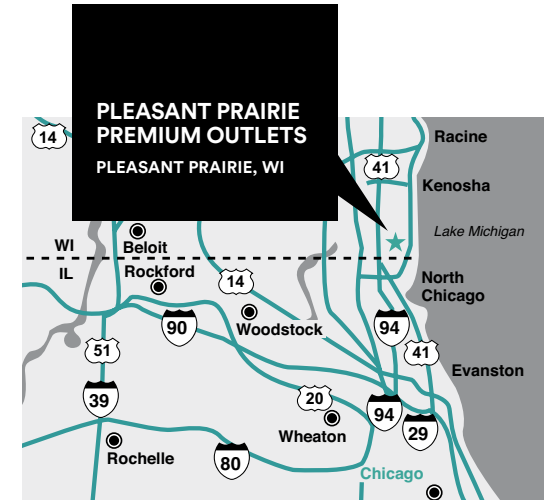
MAJOR ATTRACTIONS

Jelly Belly Visitor's Center, Six Flags Great America

LOCATION / DIRECTIONS

Pleasant Prairie is conveniently located between Chicago, Illinois and Milwaukee, Wisconsin on I-94 at Exit 347.

- From Chicago: Take I-94W to Exit 347 (Hwy. 165)
- From Milwaukee: Take I-94E to Exit 347 (Hwy. 165)



SITE AND PLAN



From SR 165/
104th St.

116th AVE.

110th AVE.

120th AVE.

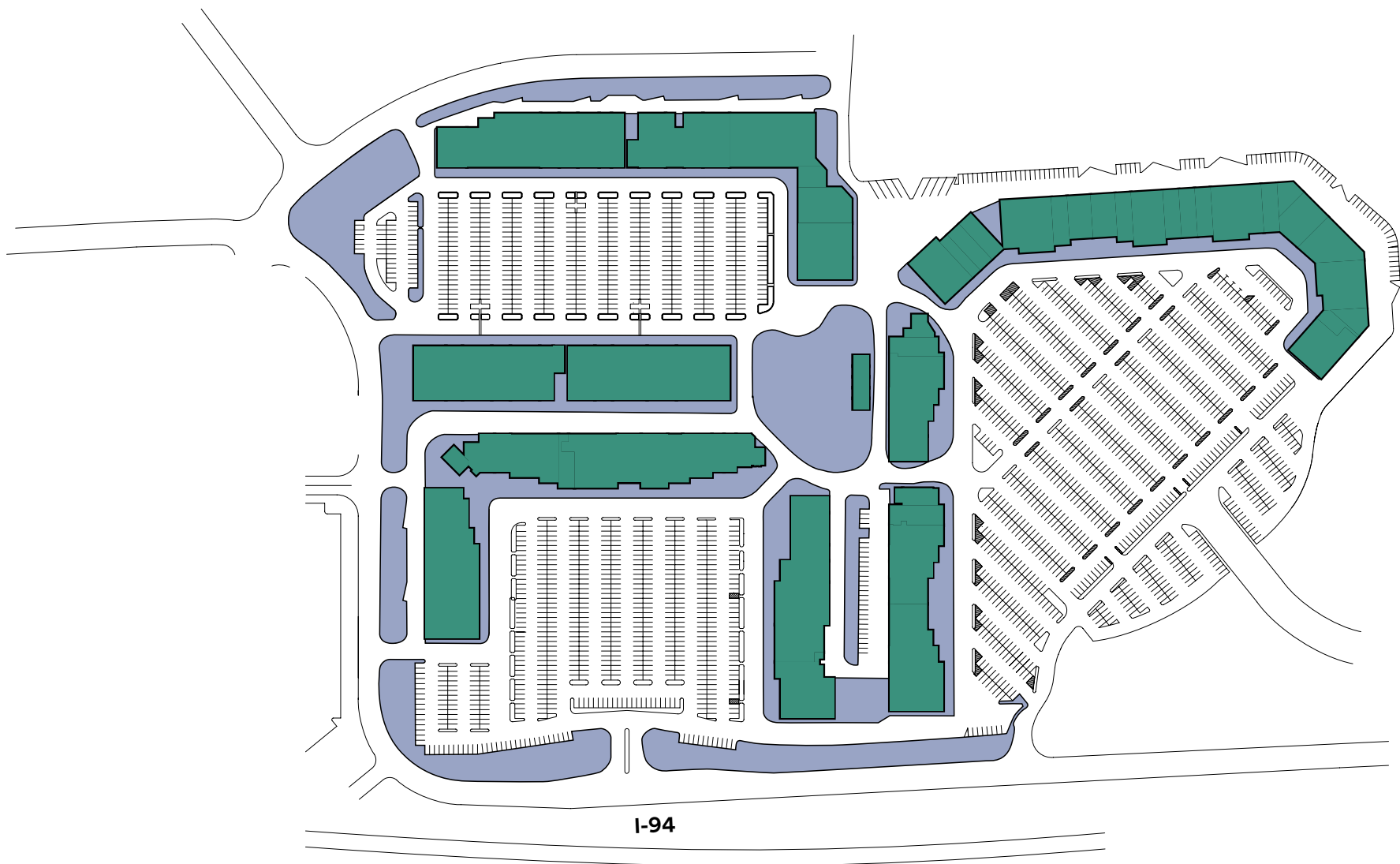
120th AVE.

I-94

Exit to SR 165/
104th St.

From Metro Milwaukee

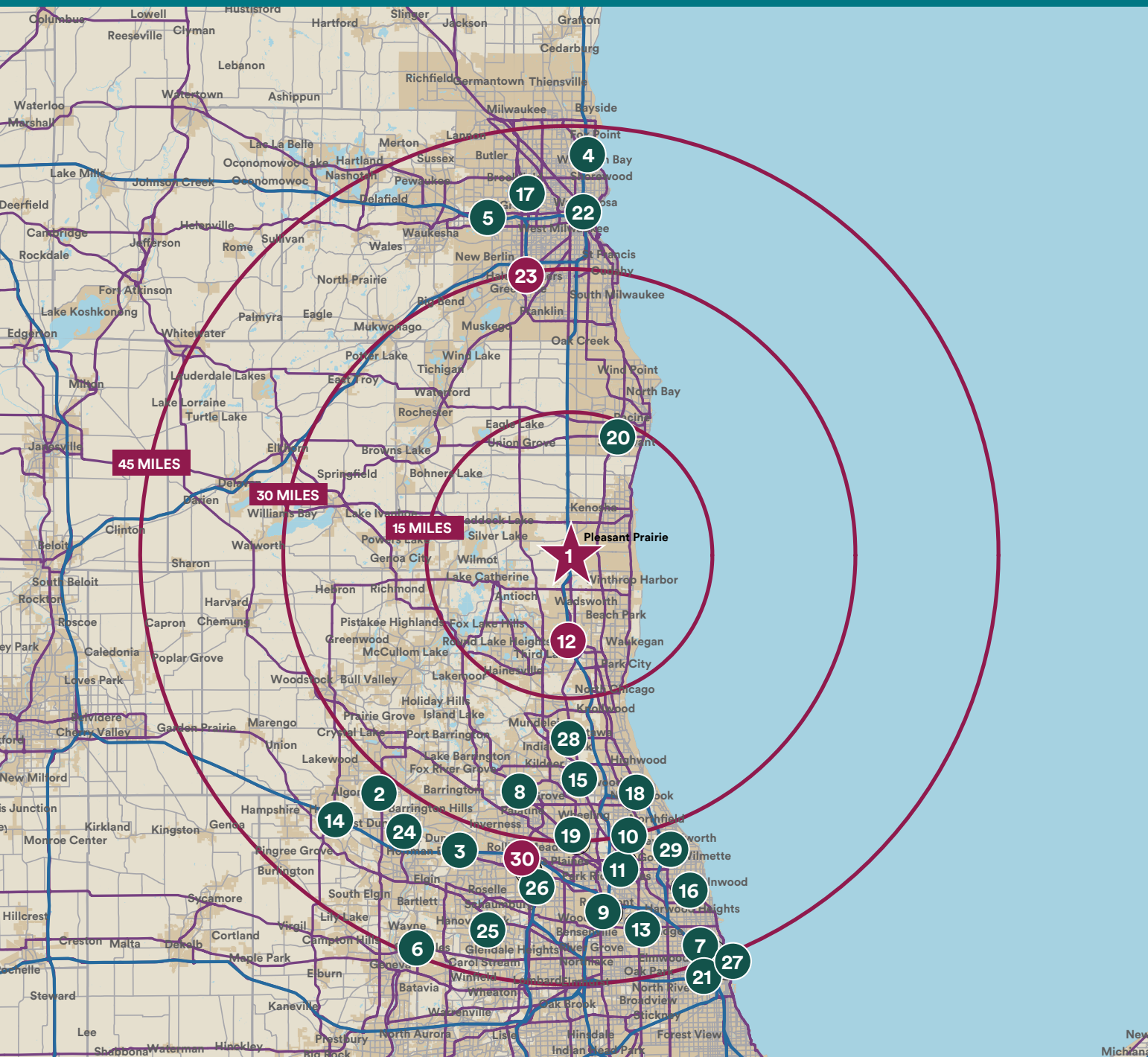
NORTH



I-94



SURROUNDING AREA CENTERS



SURROUNDING AREA CENTERS

- Simon Centers
- Competition

- 1 Pleasant Prairie Premium Outlets®
- 2 Algonquin Commons
- 3 The Arboretum of South Barrington
- 4 Bayshore Town Center
- 5 Brookfield Square
- 6 Charlestowne Mall
- 7 Clybourn Galleria
- 8 Deer Park Town Center
- 9 Fashion Outlets Chicago
- 10 Glen Town Center
- 11 Golf Mill Shopping Center
- 12 Gurnee Mills
- 13 Harlem Irving Plaza
- 14 Huntley Outlet Center
- 15 Lincolnshire Commons
- 16 Lincolnwood Town Center
- 17 Mayfair Mall
- 18 Northbrook Court
- 19 Randhurst Village
- 20 Regency Mall
- 21 The Shops at North Bridge
- 22 The Shops of Grand Avenue
- 23 Southridge Mall
- 24 Spring Hill Mall
- 25 Stratford Square Mall
- 26 Streets of Woodfield
- 27 Water Tower Place
- 28 Westfield Hawthorn
- 29 Westfield Old Orchard
- 30 Woodfield Mall

OTHER RETAIL

| SHOPPING CENTERS | GROSS LEASABLE AREA | ANCHORS | DISTANCE / DRIVE-TIME |
|--|---------------------|---|------------------------------|
| Regency Mall Racine, WI | 885,000 sf | Boston Store, Burlington | 13.5 miles / 18 minutes |
| Westfield Hawthorn Vernon Hills, IL | 1,234,000 sf | Carson's, Macy's, JCPenney, Sears | 19 miles / 25 minutes |
| Northbrook Court Northbrook, IL | 1,012,000 sf | Lord & Taylor, Macy's, Neiman Marcus | 26 miles / 25 minutes |
| Mayfair Mall Wauwatosa, WI | 1,070,000 sf | Macy's, Nordstrom (Opening Fall 2015) Boston Store, AMC Theaters | 44 miles / 40 minutes |
| OUTLET SHOPPING | GROSS LEASABLE AREA | ANCHORS | DISTANCE / DRIVE-TIME |
| Gurnee Mills® Gurnee, IL | 1,918,000 sf | Macy's, Neiman Marcus Last Call, Saks Fifth Avenue OFF 5TH, Burlington | 8 miles / 15 minutes |
| Huntley Outlet Center Huntley, IL | 279,000 sf | | 53 miles / 1 hour 20 minutes |
| Chicago Premium Outlets® Aurora, IL | 688,000 sf | Saks Fifth Avenue OFF 5TH | 75 miles / 1 hour 25 minutes |
| Johnson Creek Premium Outlets® Johnson Creek, WI | 276,000 sf | | 80 miles / 1 hour 25 minutes |



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Simon is a global leader in retail real estate ownership, management and development and an S&P 100 company (Simon Property Group, NYSE:SPG).