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ALA MOANA CENTER OFFERS MULTI-CULTURAL MUSIC AND DANCE PERFORMANCES, SIGNATURE SEASONAL EVENTS

In addition to world-class shopping and dining, Ala Moana Center offers a diverse mix of free entertainment and events to give shoppers a taste of Hawai'i's culture and traditions. Ala Moana Center's Centerstage features numerous daily shows from well-known entertainers, school groups and international performers.

Several times a year, the mall hosts annual events, many of which have become local traditions. Each January, shoppers line up to be a part of Fukubukuro – which takes place on New Years Day and follows the Japanese tradition of secret “happy grab bags.” The mall's Fourth of July fireworks show is the largest and best attended in the state. And come Christmas, a trip to the mall to see Santa is a full day of fun for local children, who love to ride the Candy Cane Train. Events and entertainment for Ala Moana Center shoppers to enjoy throughout the year include:

Ongoing:

Daily Centertainment

Shoppers can enjoy several shows by a variety of entertainers, from touring dance troupes to local school groups to international cultural performers. A current schedule of all upcoming shows is posted at www.alamoanacenter.com/centertainment.htm.

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Add 1

Weekly Ala Moana Center Keiki Hula Show

Every Sunday at 10 a.m., Hālau Na Mamo O Ka‘ala and Kanilau offer visitors a taste of Hawai‘i’s unique culture and heritage through the song and dance of the island’s very talented local youth.

January:

Fukubukuro

Ala Moana Center’s take on this popular, well-known Japanese tradition takes place on January 1 each year. Shoppers are invited to visit participating merchants throughout the mall and purchase grab bags filled with exciting “mystery” merchandise for at least 50 percent off of the contents’ retail value. Bags range in price from \$10 to \$2,500 and more than 2,000 mystery bags are sold each year. Hundreds of shoppers line up at their favorite stores hours in advance, eager to get their hands on at least one of the highly sought-after bags and to enjoy authentic Japanese entertainment. The annual Fukubukuro event is inspired by Japan’s lavish New Year’s Day event that attracts hundreds of thousands of excited shoppers hoping to cash in on the first sale and deal of the year. A sampling of participating stores in 2007 included Neiman Marcus, Bally, Gucci, and Ferragamo, to name just a few.

January, April, July, October:

Quarterly Sidewalk Sales

Ala Moana Center’s quarterly Sidewalk Sale takes place throughout the mall Friday through Sunday, offering shoppers three full days of discounts and savings from numerous stores. Shops display their products in the open sidewalk area at their storefronts, allowing passer-bys to get a glimpse of the great deals without ever walking through the door.

February:

Chinese New Year Celebration

Shoppers can experience the rituals and traditions of an authentic Chinese New Year celebration with Ala Moana Center. Every year, the mall is transformed into a bustling cultural fête. Local residents and visitors turn out to watch lion dance performances by local lion and dragon dance teams. The lions dance throughout the mall along specified routes collecting *lai see* (lucky red envelopes) from more than 110 participating merchants as well as shoppers, a Chinese custom that encourages luck and prosperity in the

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Add 2

New Year. In addition to lion dancing, shoppers also observe the practice of warding off evil spirits with firecrackers and enjoy a variety of martial arts demonstrations.

March:

Shop a Le'a: Annual Spring Shopping & Fashion Festival

Ala Moana Center's spring shopping and fashion event, Shop a Le'a – Seven *Blissful* Days of Shopping Euphoria, takes place from March 23-29, 2009. A "Celebration of Luxury" event will headline the festival, and other events throughout the week will include high-profile fashion shows, trunk shows, exclusive receptions and events, lifestyle seminars and events at Centerstage, plus Hawai'i Regional Cuisine demonstrations, center-wide gift-with-purchase incentives, and mall-wide shopping and dining offers. Shoppers can also enter to win a euphoric shopping vacation for two to Las Vegas, and much more.

July:

Ala Moana Center Fireworks

Ala Moana Center's annual Fourth of July celebration and fireworks display is the largest in the state and one of the nation's largest. The daylong event includes a full schedule of live entertainment on the mall's ocean view parking deck, and culminates with a fireworks extravaganza right offshore.

September:

Fashion's Night Out

Ala Moana Center joins the fashion capitals of the world, celebrating fashion on the eve of New York Fashion Week with trunk shows, in-store events, cocktail parties, gift-with purchase promotions, product demonstrations, live entertainment, prize giveaways, and more. Spearheaded by Anna Wintour and Diane von Furstenberg and headquartered in America's fashion capitol, New York City, Fashion's Night Out is a way to enjoy fashion and fun, all while supporting local charities through store partnerships offering discounts and incentives for donations.

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Add 3

November-December:

Hawaiian Style Holidays

The holidays at Ala Moana Center are filled with a special Hawaiian brand of seasonal cheer. Children visiting the mall can ride the Candy Cane Train and visit with Santa. Ala Moana Center will debut a new holiday show, décor, train, and Santa booth.

ABOUT ALA MOANA CENTER

Ala Moana Center is the world's largest outdoor shopping center and Hawaii's premier shopping, entertainment, and dining destination with 290 stores, including nearly 70 dining options. Ala Moana Center features a diverse collection of stores including locally owned boutiques and national retailers. Visit www.AlaMoanaCenter.com for more information.

Ala Moana Center is owned and/or managed by General Growth Properties, Inc. GGP currently has ownership interest in, or management responsibility for more than 200 regional shopping malls in 43 states, as well as ownership in planned community developments and commercial office buildings. The company's portfolio totals approximately 200 million square feet of retail space and includes over 24,000 retail stores nationwide. The company is listed on the New York Stock Exchange under the symbol GGP. For more information, please visit the company web site at <http://www.ggp.com>.

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