



MALL OF AMERICA®

- Press Information 2015 -



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MALL OF AMERICA[®]

BY THE NUMBERS

8 acres

of skylights allow about 70 percent of the natural light to enter the park

4 out of 10

visitors to Mall of America are tourists

4.3 miles

of total store front footage

7

Yankee Stadiums can fit inside the Mall

27

rides and attractions in Nickelodeon Universe[®]

32

Boeing 747s could fit inside the Mall

65

semi-trucks were needed to transport trees to
the theme park to create the outdoor feel of an indoor park

70 degrees

inside Mall of America whether its spring, summer, winter or fall

86 hours

is the length of time it would take to complete your visit to the Mall
if you were to spend just 10 minutes in each store

100+ pounds

of food are fed daily to animals at SEA LIFE Minnesota Aquarium -
plus 90 extra pounds on the days the sharks are fed

258

Statues of Liberty could lie inside the Mall

400+

events are held at Mall of America each year

520+

stores are located in the Mall

6,000+

weddings have been performed at Mall of America

11,000

year-round employees (13,000 during peak periods)

12,550

on-site parking spaces in two ramps

30,000+

live plants and 400 live trees climbing as high as 35 feet tall
in Nickelodeon Universe®

32,000+

tons of trash recycled each year

170,000+

Legos have been lost in the LEGO® play area

1.3 million-gallon

aquarium at SEA LIFE Minnesota Aquarium

4.87 million

square feet of gross building area

40 million

visitors annually which is more than the combined populations of
North Dakota, South Dakota, Iowa... and Canada

\$650+ million

cost to build Mall of America

Nearly \$2 billion

Mall of America generates in economic activity annually for
the state of Minnesota

MALL OF AMERICA® STORY

1982 - Minnesota Twins and Vikings move from Metropolitan Stadium (now the site of Mall of America) to the Hubert H. Humphrey Metrodome in downtown Minneapolis.

Today: The Metropolitan Stadium home plate is located on the floor of Nickelodeon Universe® near SpongeBob SquarePants Rock Bottom Plunge. Guests will also see the red chair from the stadium that commemorates Harmon Killebrew's 522-foot home run on the wall above the Log Chute.

1985 - Bloomington Port Authority purchases the 78 acres of real estate and starts accepting proposals for development. Proposals included:

- o Office complexes*
 - o Condominium/residential uses*
 - o New convention center/visitors bureau*
 - o Mixed use retail/entertainment center*
-

1986 - Agreement signed with the Bloomington Port Authority to develop the nation's largest retail and entertainment complex

1989 - Mall of America groundbreaking on June 1

1992 - Mall of America opened on August 11 with 71 percent leased space, 330 brand new stores open for business and 10,000 employees.

Today: Mall of America has an average of 95 percent leased space and is home to more than 520 stores, restaurants and specialty stores.



YESTERDAY



TODAY



TOMORROW

MALL OF AMERICA® TODAY

Mall of America is the nation's largest entertainment and retail complex - and we're still growing. Here's a look at where MOA® is today:



*4.87 million square feet
of retail and
entertainment options*



*More than 520
world-class shops, specialty
retail and attractions*



*Attracts more than
40 million guests annually*



*Home of Nickelodeon Universe®,
the nation's largest indoor
theme park with 27 rides and
attractions for guests of all ages*



*SEA LIFE® Minnesota
Aquarium is a 1.3 million
gallon underwater experience
featuring 10,000 sea creatures
living underneath the Mall in a
300-foot ocean tunnel*



The American Girl® Store features a doll hair salon and a bistro for dining



The LEGO® Store features a 34-foot-tall LEGO robot and a wall with 180 varieties of LEGO pieces



Theatres at Mall of America® features 14 screens, D-BOX motions seats and a 21+ theatre



A.C.E.S. Flight Simulation lets guests feel what it's like to pilot famous fighter jets such as the F/A-18 Hornet, P-51 Mustang and F4U Corsair



More than 400 annual events, including ongoing community relations initiatives, celebrity appearances, concerts, book signings and more



Since opening in 1992, the Mall has hosted more than 8,000 weddings

MALL OF AMERICA®

TOURISM

The Mall continues to welcome millions of visitors each year from around the world, including guests from:

*Brazil | Canada | China | United Kingdom | France
Germany | Iceland | Ireland | Japan | Korea
Latin America | Mexico | Norway | Sweden | Taiwan*

DID YOU KNOW?

Mall of America generates more than **\$2 billion** annually in economic impact for the state of Minnesota.

Out of the Mall's 40 million annual visitors, approximately **four out of ten are tourists**.

Mall of America is located **1.5 miles** from Minneapolis/St. Paul International Airport, making it easily accessible for travelers.

Light Rail Transit **connects Mall of America to MSP** Airport as well as downtown Minneapolis and St. Paul.

More than **30 million people** live within a day's drive of the Mall.

More than **50 hotels** are located **within 10 minutes** of Mall of America and offer complimentary shuttle service to and from the Mall.

RADISSON BLU MALL OF AMERICA

Radisson Blu Mall of America is connected via skyway to the Mall. The hotel offers 500 rooms, a state-of-the-art fitness center, Solimar Spa and an indoor pool. Guests and shoppers alike can enjoy a delicious meal at FireLake Grill House & Cocktail Bar.

Did you know? Radisson Blu offers complimentary package pick-up for hotel guests. Hotel staff will retrieve guests' bags and drop them off in their room so they can keep shopping.



MALL OF AMERICA®: GREEN BEFORE ITS TIME



Mall of America has always been committed to green design. Efforts are made 365 days a year to reduce waste and improve efficiencies in its operation, including passive solar energy, an extensive recycling program and 30,000 live plants that act as natural air purifiers.





Parking Ramps Before



Parking Ramps After

MALL OF AMERICA®:

Recycles more than **60 percent** of its waste - an average of 32,000 tons per year.

Does not use a central heating system even though the average Minnesota high temperature in January is 22 degrees Fahrenheit. Instead, the comfortable 70-degree temperature is maintained by:

- o 1.2 miles of skylights for passive solar energy*
 - o Residual heat from light fixtures*
 - o Body heat from more than 40 million annual visitors*
-

Recycles more than **2,400 tons** of food waste to a local hog farm, which equates to more than a million hog meals annually.

Releases thousands of **ladybugs** instead of utilizing pesticides on live plants.

Offers **electric vehicle charging stations** to serve owners of electric cars, bikes and scooters.

In 2011, installed more than 5,400 LED bulbs, spanning more than 2.2 million square feet and reducing parking ramp energy costs by two thirds.

NICKELODEON UNIVERSE®

Located in the center of the Mall, Nickelodeon Universe is the nation's largest indoor theme park, featuring:

7 acres of entertainment for guests of all ages

27 rides and attractions

Barnacle Blast Zip Line:

- o Opened summer 2014*
 - o Is the longest indoor zip line in North America*
 - o 405 feet long*
 - o 60 feet above the ground*
 - o Part of the Dutchmen's Deck attraction, which includes Ghostly Gangplank ropes course and Anchor Drop slides*
-

Opening in 2016: FlyOver America

FlyOver America is a flight simulation ride that brings guests on a breathtaking, aerial tour of some of the greatest landmarks and regions throughout the United States in virtual flight technology.

- o Fully immersive experience including wind, mist and scents*
- o \$20 million project*
- o Elevates guests 10-25 feet above the ground*



MALL OF AMERICA® ATTRACTIONS



SEA LIFE® Minnesota Aquarium is home to 10,000 sea creatures and a 1.3 million gallon aquarium, located under Mall of America.

Interactive activities and attractions include:

The Tunnel - The amazing glass tunnel takes you 14 feet under the water's surface to see sharks, sawfish, sea turtles and a tropical reef.

Stingray Adventure - Guests can dive into a world of stingrays at the all-new 12,000 gallon Ray Pool where kids of all ages can touch and feed dozens of stingrays.

Pacific Northwest Touchpool - This cold water touchpool is home to a variety of colorful and unique creatures. Underwater cameras provide the ultimate close-up encounter for guests to interact with different species.



The LEGO® Store – *The iconic LEGO Store features a Pick-A-Brick wall with 180 different LEGO elements to choose from, a variety of play tables to inspire creativity and eight larger-than-life models, including a LEGO Robot towering over 34 feet tall.*



The American Girl® Store – *The 22,000 square foot store features a fun, casual environment where kids and their families can shop for their favorite American Girl products, enjoy a meal in the Bistro and treat their doll to a new “do” in the Doll Hair Salon.*



A.C.E.S. Flight Simulation – *Take full control of sophisticated flight simulators that are duplicates of those used to train military pilots. Guests are invited to fly both modern F/A-18 Hornet jets and classic WWII fighters such as the P-51 Mustang and F4U Corsair.*



Rick Bronson's House of Comedy – *This is Minnesota's home for laughs. The comedy lineup features stand-up comedians and performers who have received national and international media coverage and who are often regarded as groundbreaking, talented artists.*



Theatres at Mall of America® – *Theatres at Mall of America feature 14 screens, 4K projection technology, 3D capabilities, the only D-BOX motion seat theatre in Minnesota and an ongoing alternative series shown on 35 mm film.*



Moose Mountain Adventure Golf – *An 18-hole miniature golf course that has become a popular attraction for Mall visitors. The course features an original, whimsical design with an old-time north woods feel complete with a life size moose.*



Amazing Mirror Maze – *Be amazed and challenged as you find your way through this fun-filled, life-size maze of mirrors and glass. This family attraction is an illusion like no other with 2,500 square feet of endless hallways.*

MALL OF AMERICA® EVENTS

Mall of America has hosted thousands of events and celebrity appearances since opening in 1992. Musical artists, authors, performers, celebrity chefs, athletes and social media sensations have come to the Mall to meet fans, sign autographs and perform. Many of these celebrities have been spotted shopping and hopping on rides at Nickelodeon Universe®. Celebrity highlights include:

Hunger Games cast | One Direction | Taylor Swift | Jamie Foxx
Kevin James | Heidi Klum | Zac Efron | Glee cast
Marlon Wayans | Arianna Huffington | Arnold Schwarzenegger



Jamie Foxx



Becky G.



Kendall and Kylie Jenner



Zac Efron

MALL OF AMERICA® COMMUNITY RELATIONS

Our community partners raise more than \$12 million annually with Mall of America partnerships and in-fund support, making an immeasurable difference in the lives of countless people.

COMMUNITY RELATIONS BY THE NUMBERS:

40 million annual visitors exposed to MOA® supported causes and events

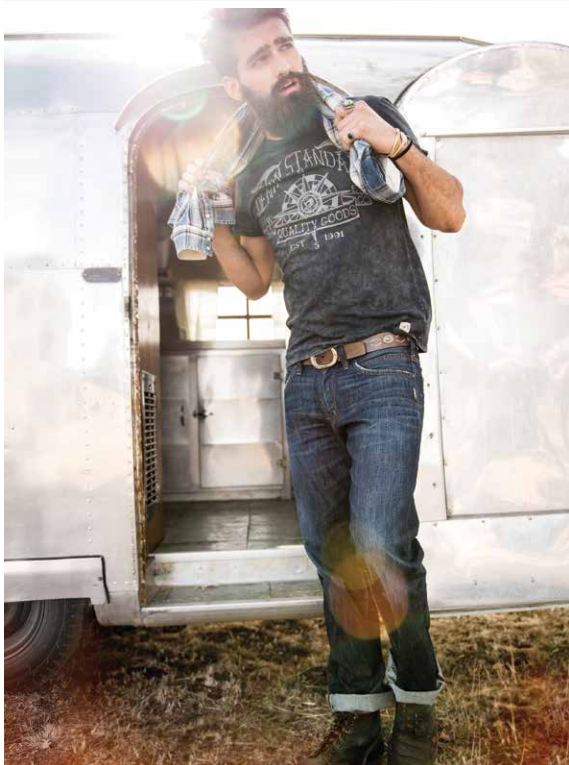
\$24,000 in change collected annually from Mall of America ponds to benefit different non-profit partners

Mall of America is a Beyond the Yellow Ribbon certified workplace

ANNUAL COMMUNITY EVENTS AT MOA INCLUDE:

*Juvenile Diabetes Research Foundation Walk | Holiday for Heroes
MDA Muscle Walk | Fraiser Walk for Autism | March of Dimes*

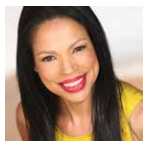




MALL OF AMERICA[®]

STYLE EXPERTS

SARA ROGERS



Sara Rogers specializes in style made simple. Sara is constantly researching retail trends and searching the stores at Mall of America to find what's hot. She has worked in the fashion industry as a model, fashion specialist, wardrobe therapist and television host.

CHRISTOPHER STRAUB



Christopher Straub won the nation's heart as the fan favorite fashion designer from season 6 of the reality TV program "Project Runway." Following his appearance on "Project Runway," Christopher continues to design apparel, handbags, fashion accessories and home décor.

Christopher's design background helps him translate the latest runway designer fashions into realistic, wearable looks.

National appearances by Mall of America style experts include:

- o People Stylewatch Magazine*
- o The Early Show on CBS*
- o Project Runway*
- o "O" The Oprah Magazine*
- o BBC*
- o The Dr. Phil Show*
- o ABC7 Chicago*
- o Chicago Tribune*

TO BOOK AN INTERVIEW

with Christopher Straub or Sara Rogers please contact:

Sarah Schmidt, Senior Public Relations Manager
sarah.schmidt@moa.net

Mall of America provides all research and merchandise for fashion segments. Models are available upon request.

MALL OF AMERICA[®]

SECURITY

Mall of America security officers undergo more than 400 hours of training in safety, guest relations, emergency operations, Krav Maga and Verbal Judo. The security department also utilizes an in-house K-9 unit, a bike patrol and a behavior detection (plain clothes) unit.

On average, each year Mall of America security:

- o Receives more than 115,000 calls for services*
- o Reunites more than 3,700 lost children with their families*
- o Responds to more than 1,100 medical emergencies*
- o Helps visitors locate approximately 1,200 “lost” vehicles*
- o Receives 55,000 training hours each year*

BLOOMINGTON POLICE DEPARTMENT

Mall of America also houses an on-site sub-station for the Bloomington Police Department. Bloomington police officers work hand-in-hand with retailers to prevent retail crime. Mall management and security departments work closely with Bloomington P.D. on training and other issues.



MALL OF AMERICA®

STAYING CONNECTED

Mall of America Guest Service goes beyond the doors of the Mall. Digital Guest Service Representatives monitor every MOA® social media account to ensure visitors get the answers they're looking for – from parking updates and store locations to event times, dining recommendations and movie schedules.

CONNECT WITH MALL OF AMERICA:



/MALLOFAMERICA



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/OFFICIALMOA



@MALLOFAMERICA



MALL OF AMERICA

Mall of America opened a first-of-its-kind communication hub, the **Enhanced Service Portal (ESP)**, which integrates social media, digital media, text messaging, security and telecom (phone operators) to streamline guest service and tenant response.

Digital Guest Service Representatives (pictured left) use social media, SMS texting, phone, email and in-person channels to track conversations, answer questions and keep an eye on trends to better serve and communicate with guests.

Mall of America even offers parking reminders with a text-in service for guests, which has contributed to a 25 percent decrease in lost vehicle calls to security.

MALL OF AMERICA®

THE NEW GRAND ENTRANCE

The New Grand Entrance to Mall of America is the first portion of a multi-step expansion plan. This entrance will include an office tower, JW Marriott hotel, additional retail, entertainment space and dining options.

JW MARRIOTT

- o Connected to Mall of America*
- o 14 stories, 342 luxury rooms*
- o Upscale restaurant*
- o Valet service*
- o Concierge*
- o Lobby bar + lounge*
- o Underground heated parking*

OFFICE TOWER

- o 180,000 square-foot Class-A office complex*
- o Multi-level parking garage providing direct access to the Mall*
- o Located near Minneapolis/St. Paul International Airport*

RETAIL SPACE

- o Upscale, full-services restaurants*
- o Fast-casual concepts*
- o Variety of retailers with a focus on high-end brands*





CONTACT PR

If you would like to request a high-res image or HD video for download, please contact Tara Niebeling at tara.niebeling@moa.net or visit press.mallofamerica.com.

PUBLIC RELATIONS

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Contact Julie for information regarding national news, entertainment/news television, movies and video production.

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Contact Sarah for information regarding regional news and style segments.

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Contact Tara for information regarding local news, image requests and fact checking.

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Contact Greta for information regarding local news, tenant announcements and international film productions.

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