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SMITH HAVEN MALL & COHEN CHILDREN'S MEDICAL CENTER UNVEIL NEW PLAY AREA

LAKE GROVE, NY, FEBRUARY 3, 2012 – Officials from Smith Haven Mall in Lake Grove and Cohen Children's Medical Center in Great Neck were recently on-hand to celebrate the ribbon-cutting of the mall's new children's play area, sponsored by Cohen Children's Medical Center, North Shore LIJ Health System.

Among those in attendance were Simon Property Group Northeast Regional Director of Business Development Paul Fiore (third from right), Area Director of Business Development Sharon Ritterband (second from right), Smith Haven Mall General Manager James R. Lundgren (right), Cohen Children's Medical Center Corporate Director of Marketing Cynthia Ruf (left), Vice President of Development Kevin Carraccio (second from left) and Director of Community Outreach Debora Riccardi.

Located in Sears Court, the expansive area is designed to allow children plenty of room to play, in a contained and comfortable environment. The 35' by 24' play area is filled with fun interactive elements for kids including a lighthouse, ambulance for climbing, funhouse-style mirrors and comfortable padded floors and seats for children and parents alike to enjoy.

The opening of the children's play area marks the first time Cohen Children's Medical Center and Smith Haven Mall have engaged in a collaboration of this magnitude.

"We are thrilled that Cohen Children's Medical Center graciously worked with us to make this amenity a reality for families at Smith Haven Mall," commented James R. Lundgren, General Manager for Smith Haven Mall. "The children's play area is already evoking smiles from youngsters and has received incredibly positive feedback from our shoppers."

An expansive retail destination offering simply the best shopping there is, Smith Haven Mall is located at Routes 347 and 25 in Lake Grove and managed by Simon Property Group, Inc., headquartered in Indianapolis, Indiana. Newly renovated in 2007, the mall is anchored by Sears, JC Penney and Macy's and has over 130 specialty stores. Its Lifestyle Center, an outdoor plaza-style shopping environment, features an attractive courtyard of specialty retailers and premium eateries including Cheesecake Factory, California Pizza Kitchen, Barnes & Noble and Dick's Sporting Goods. For more information, please go to www.simon.com. Smith Haven Mall is on Facebook – check out www.facebook.com/SmithHavenMall for the latest mall events and retailer updates. Follow us on Twitter too – www.twitter.com/SmithHavenMall.

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