

PIONEER PLACE

For Immediate Release

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JUICY COUTURE SET TO OPEN THIS SUMMER AT PIONEER PLACE

PORTLAND, Ore., (April 28, 2008) – Portland fashion lovers now have another reason to celebrate. Pioneer Place, Oregon's premier fashion and luxury shopping center, welcomes the addition of Juicy Couture to its retail line-up. The 2,716-square-foot store will be located at the 5th and Morrison entrance of the property and is scheduled to open this summer.

"Our goal is to establish Pioneer Place as the premier shopping destination for fashion and luxury in Oregon," states Robert Buchanan, Senior General Manager for Pioneer Place. "To achieve this goal, we must offer our customers an unparalleled shopping experience at exclusive retailers such as Juicy Couture."

Over the past 12 years, Juicy Couture has evolved into a multi-million dollar lifestyle brand. Originally known for the tracksuit, Juicy Couture has expanded into women's and girls' ready-to-wear apparel, accessories, baby gear, doggie accessories, Juicy Couture for Men, and Couture Couture, their luxury collection. The "House of Juicy" in Pioneer Place will offer Portland shoppers the Juicy Couture collection of apparel for women, as well as a full range of accessories, including handbags, jewelry, watches, sunglasses, shoes, and the brand's signature fragrance. Juicy Couture currently has over 40 retail locations across the U.S. as well as stores in Italy, Japan, Hong Kong, China, Malaysia, United Arab Emirates, and Dubai.

About Pioneer Place

Pioneer Place, owned and operated by General Growth Properties, is the heart of downtown Portland shopping with its collection of market-exclusive luxury retailers, fashion-forward boutiques and one-of-a-kind shops and restaurants. The center is anchored by Oregon's only Saks Fifth Avenue, Louis Vuitton, Tiffany & Co., Kate Spade (opening May 2008) and Swarovski.

About General Growth Properties

General Growth Properties, Inc. is one of the largest U.S.-based publicly traded real estate investment trusts (REIT), based upon market capitalization. Best-known for its ownership or management of more than 200 shopping malls in 45 states, General Growth is also a leading developer of master-planned communities and mixed-use properties. It has ownership interest in master-planned communities in Texas, Maryland and Nevada and in smaller mixed-use projects under development in additional locations. Its shopping center portfolio totals approximately 200 million square feet of retail space accommodating more than 24,000 retail stores nationwide. General Growth's international portfolio includes ownership and management interest in shopping centers in Brazil and Turkey. General Growth Properties, Inc. 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>.