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North Point Mall opens at 12:01 a.m.

FOR ANNUAL ROCKIN SHOPPIN EVE EXTRAVAGANZA

Five, four, three, two, one ...Happy Holiday Shopping! Anxious shoppers will count down as North Point Mall opens its doors at 12:01 a.m. on Friday, November 28, for its annual **Rockin Shoppin Eve** extravaganza. The early morning, day after Thanksgiving holiday festivities offer early-bird customers the opportunity to be first in line to purchase the holiday's hottest gifts at discounted prices.

Several retailers will open early at North Point Mall, including customer favorites such as American Eagle, Disney, Pac Sun and Gymboree. These and more participating retailers will feature exclusive discounts available only during the early morning hours. In addition, shoppers will enjoy complimentary coffee and cocoa while waiting in line, a local DJ spinning new holiday music and "The Merry Giving Guide," a specially designed shopping planner that includes early-bird retail offers, a map of the mall, hot gift suggestions and mall amenity listings. In addition, one lucky shopper at each participating mall will receive a "The Merry Giving Guide" that contains a "golden ticket" with a \$1,000 GGP shopping spree.

"Providing early morning hours the day after Thanksgiving is another great amenity for our shoppers," said Nick Nicolosi, General Manager. "Retailers who open early during holiday periods do well at these key shopping times. In addition to meeting shoppers' needs, we will create a party atmosphere with Rockin Shoppin Eve, which proves that while early-morning shopping offers deep savings, it also offers a lot of fun."

To herald the arrival of the shopping season, at exactly 12:01 a.m. the doors will open and shoppers will be greeted with giveaways, a chance to win hourly gifts, cool entertainment and free beverages (while supplies last). North Point Mall is located at 1000 North Point Circle, Alpharetta, Georgia.

Piloted in 2001 at Riverchase Galleria in Alabama, Rockin Shoppin Eve is rocking the country at six General Growth shopping centers nationwide this holiday season.

Start a new tradition and gather your family for a night in one of Alpharetta's 23 upscale and modern hotels. Staying close to where you shop means you'll have a head start on early morning deals, making the most of a post-Thanksgiving shop-a-thon! Plus, if you shop 'til you drop, you'll have somewhere to rest and recuperate! The Alpharetta Convention and Visitors Bureau invites you to take advantage of the discount holiday hotel rates available at www.awesomealpharetta.com.

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North Point Mall

North Point Mall is owned and/or managed by General Growth Properties, Inc., 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>.

Alpharetta Convention and Visitors Bureau

The Alpharetta Convention and Visitors Bureau serves as the destination marketing arm for the City, promoting tourism to Alpharetta, Georgia, and attracting visitors to all 23 of Alpharetta's upscale and modern hotels. Visit www.awesomealpharetta.com for more information.