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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 the entrance to 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:

- Office complexes
- Condominium and residential uses
- New convention center and visitors bureau
- Mixed use retail and entertainment center

1986 - AGREEMENT SIGNED BETWEEN BLOOMINGTON PORT AUTHORITY AND TRIPLE FIVE GROUP TO DEVELOP THE NATION'S LARGEST RETAIL + ENTERTAINMENT COMPLEX

1989 - MALL OF AMERICA GROUNDBREAKING

1992 - MALL OF AMERICA OPENED ON AUGUST 11 WITH 330 BRAND NEW STORES OPEN FOR BUSINESS AND 10,000 EMPLOYEES.

Today: Mall of America is home to more than 520 stores, restaurants and attractions along with a 27-ride theme park.



BY THE NUMBERS

7 ACRES

OF SKYLIGHT ALLOW ABOUT 70 PERCENT OF
NATURAL LIGHT TO ENTER THE PARK

12,750

ON SITE PARKING SPACES
IN TWO RAMPS

4 OUT OF 10

VISITORS TO MALL OF AMERICA® ARE TOURISTS

30,000+ LIVE PLANTS

THROUGHOUT MALL OF AMERICA®

27 RIDES + ATTRACTIONS

IN NICKELODEON UNIVERSE®

32,000+ TONS

OF TRASH ARE RECYCLED EACH YEAR

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

1.3 MILLION GALLON

AQUARIUM IS LOCATED INSIDE SEA LIFE®
MINNESOTA AQUARIUM

347 STATUES OF LIBERTY

COULD LIE INSIDE THE MALL

5.6 MILLION SQUARE FEET

OF GROSS BUILDING AREA

400+ EVENTS

ARE HELD AT MALL OF AMERICA EACH YEAR

40 MILLION

VISITORS ANNUALLY

520+ STORES

ARE LOCATED IN MALL OF AMERICA

\$650+ MILLION

COST TO BUILD MALL OF AMERICA

9,000 WEDDINGS

HAVE BEEN PERFORMED AT MALL OF AMERICA

NEARLY \$2 BILLION

MALL OF AMERICA GENERATES IN ECONOMIC ACTIVITY
ANNUALLY FOR THE STATE OF MINNESOTA

WHERE WE ARE 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:



5.6 MILLION SQUARE FEET of retail and entertainment options



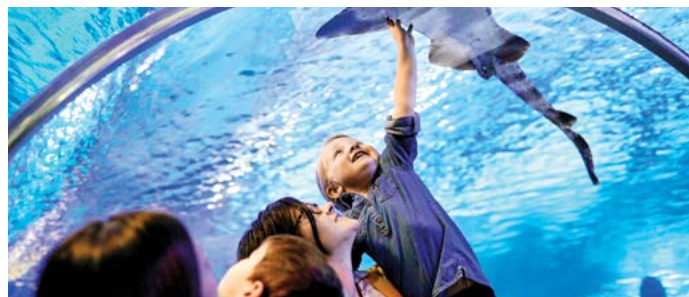
MORE THAN 520 world-class shops, specialty retail and attractions



Attracts more than **40 MILLION** guests annually



Home of Nickelodeon Universe®, the nation's largest indoor theme park with **27 THRILLING RIDES + ATTRACTIONS** for guests of all ages



SEA LIFE® Minnesota Aquarium is a **1.3 MILLION** gallon underwater experience with a 300-foot ocean tunnel featuring 10,000 sea creatures



Moose Mountain Adventure Golf is an **18-HOLE MINIATURE GOLF COURSE** with full accessibility for all guests



The LEGO® Store features a **34-FOOT-TALL LEGO ROBOT** and a wall with 180 varieties of LEGO pieces



FlyOver America is a fully immersive, flight simulation ride that uses virtual flight technology to take guests through an **AERIAL TOUR OF THE UNITED STATES**



Crayola Experience has **25 HANDS-ON ATTRACTIONS** in one space that combine chemistry and digital technology for a colorful experience



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 **9,000 WEDDINGS**



The Escape game features an **UNBELIEVABLY IMMERSIVE EXPERIENCE** including escaping from mars, hunting for gold, escaping from prison and stealing back a famous painting



Rock of Ages Black Light Mini Golf features different **ECCENTRIC ERAS OF MUSIC FROM THE '50S TO PRESENT TIME** across 18 fun filled holes



SMAAASH has over **40,000 square feet of fun** including immersive virtual reality and a multilevel Go-Karting track

TOURISM

MALL OF AMERICA® PARTICIPATES IN MAJOR NATIONAL AND INTERNATIONAL TRAVEL + TRADE SHOWS ANNUALLY TO PROMOTE TRAVEL TO MOA®. The Mall continues to welcome millions of visitors each year from around the world, including guests from: Brazil, Canada, China, England, France, Germany, Iceland, Ireland, Japan, Korea, Latin America, Mexico, Norway, Sweden and Taiwan.



FUN FACTS

4 out of 10 visitors are tourists

Mall of America® is located only 1.5 miles from the Minneapolis/St. Paul International Airport

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

More than 50 hotels are located within ten minutes of Mall of America + offer complimentary shuttle service

Mall of America works closely with travel partners to offer 90 travel packages from 38 countries

Over 12,000 groups visit Mall of America annually

There are two hotels attached to Mall of America

JW Marriott is 14 stories and offers 342 luxury rooms

Radisson Blu Mall of America offers 500 rooms

HOTELS CONNECTED TO THE MALL

RADISSON BLU MALL OF AMERICA

Radisson Blu 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 hotel room.



JW MARRIOTT MINNEAPOLIS MALL OF AMERICA

JW Marriott is 14 stories and offers 342 luxury rooms, a lobby bar + lounge, as well as valet services and underground parking. Guests and Mall shoppers can enjoy upscale dining at Cedar + Stone, Urban Table.

DID YOU KNOW? Cedar + Stone, Urban Table's menu offers refined, crafted dishes inspired by Minnesota's natural roots and local culture. The restaurant also has patio seating during the summer months.



A SUSTAINABLE MALL



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.



MALL OF AMERICA®...

HAS 30,000 LIVE PLANTS

AND 400 LIVE TREES THAT ACT AS NATURAL AIR PURIFIERS.

RECYCLES MORE THAN 60 PERCENT

OF ITS WASTE, WHICH IS AN AVERAGE OF 32,000 TONS PER YEAR.

DOES NOT USE A CENTRAL HEATING SYSTEM

EVEN IN JANUARY WHEN THE AVERAGE MINNESOTA HIGH TEMPERATURE IS 22 DEGREES FAHRENHEIT. INSTEAD, THE COMFORTABLE 70 DEGREES FAHRENHEIT TEMPERATURE IS MAINTAINED BY:

- 1.2 MILES OF SKYLIGHTS FOR PASSIVE SOLAR ENERGY
- RESIDUAL HEAT FROM LIGHT FIXTURES
- BODY HEAT FROM MORE THAN 40 MILLION ANNUAL VISITORS.

RECYCLES MORE THAN 2,400 TONS

OF FOOD WASTE TO LOCAL HOG FARMS, WHICH EQUATES TO MORE THAN A MILLION HOG MEALS ANNUALLY.

RELEASES THOUSANDS OF LADYBUGS

INSTEAD OF USING PESTICIDES ON LIVE PLANTS.

OFFERS ELECTRIC VEHICLE CHARGING STATIONS

TO SERVICE OWNERS OF ELECTRIC CARS, BIKES AND SCOOTERS.

INSTALLED MORE THAN 5,400 LED BULBS

IN PARKING RAMPS, SPANNING MORE THAN 2.2 MILLION SQUARE FEET AND REDUCING ENERGY COSTS BY TWO THIRDS.

PARKING RAMPS BEFORE



PARKING RAMPS AFTER



ATTRACTIONS



**SEA LIFE® MINNESOTA AQUARIUM IS A 1.3 MILLION GALLON
AQUARIUM HOME TO 10,000 SEA CREATURES, LOCATED IN
THE SUB-LEVEL OF MALL OF AMERICA®.**

EXHIBITS INCLUDE:

OCEAN TUNNEL - This amazing 300-foot 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 12,000 gallon Ray Pool where kids of all ages can touch and feed dozens of stingrays.

PACIFIC NORTH WEST ROCKPOOL - This cold water rockpool is home to a variety of colorful and unique creatures that guests can touch. Underwater cameras provide the ultimate close-up encounter for guests to interact with different species.



FLYOVER AMERICA: This flight simulation ride takes guests on a breathtaking, aerial tour of some of the greatest landmarks and regions throughout the United States using flight technology. The interactive attraction is fully immersive using features such as wind, mist and scents while in progress.



CRAYOLA EXPERIENCE: This 60,000 square foot experience features 25 hands-on attractions to inspire creativity, a live factory show to learn how crayons are made, the world's largest selection of Crayola products and unique souvenirs at The Crayola Store and dining options at Café Crayola.



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 AND BISTRO: This 22,000 square foot store features a fun, casual environment where girls 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.



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.



THE ESCAPE GAME: This hour-long immersive experience gives guests the chance to see if they have what it takes to solve million-dollar heists, decode secret service missions and navigate through prison passageways.



SMAAASH: With over 40,000 square feet of entertainment, SMAAASH offers an innovative experience unlike any other featuring a multi-level Go-Karting track and tons of virtual-reality games.



ROCK OF AGES BLACKLIGHT MINI GOLF: Guests can putt their way through different eras of music, starting in the '50s all the way up to present time. There are 18 holes of fun-filled golf, sure to challenge and delight guests of all ages.



RICK BRONSON'S HOUSE OF COMEDY: Get ready for some laughs. This comedy lineup features stand-up comedians and performers who have received national and international recognition and who are often regarded as groundbreaking, talented artists.



NICKELODEON UNIVERSE®

LOCATED IN THE CENTER OF MALL OF AMERICA®, Nickelodeon Universe® is the nation's largest indoor theme park, featuring 27 thrilling rides + attractions for guests of all ages across seven acres of entertainment.

DUTCHMAN'S DECK ATTRACTION:

BARNACLE BLAST ZIP LINE:

- Longest indoor zip line in North America
- 405 feet long
- 55 feet above the ground

GHOSTLY GANGPLANK:

- Tallest Sky Trail® ropes course in the world
- Reaches 56 feet above Nickelodeon Universe

ANCHOR DROP:

- Spiral slide experience
- Travels from 56 feet above Nickelodeon Universe to ground

Since opening in 2008, there have been more than **174 MILLION** rides ridden in the theme park. In June 2016, the SpongeBob Rock Bottom Plunge roller coaster celebrated its **1 MILLIONTH RIDE**.

ENTERTAINMENT

NICKELODEON UNIVERSE HOSTS APPEARANCES WITH FAN-FAVORITE NICKELODEON® CHARACTERS INCLUDING:

SpongeBob Square Pants | The Fairly Odd Parents | Teenage Mutant Ninja Turtles
Wonder Pets | Jimmy Neutron | Paw Patrol | Bubble Guppies

OTHER FEATURES INCLUDE:

Slime | Double Dare | The Splat



EVENTS

MALL OF AMERICA® HAS HOSTED THOUSANDS OF EVENTS AND CELEBRITY APPEARANCES SINCE OPENING IN 1992. Musical artists, authors, performers, 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 in Nickelodeon Universe®.

CELEBRITY HIGHLIGHTS INCLUDE:

Zac Efron | Hunger Games Cast | Taylor Swift | Kevin Hart | Kendall and Kylie Jenner
Kate Hudson | Glee Cast | Shawn Mendes | Connor Franta | JoJo Siwa
Fifth Harmony | Jamie Lee Curtis | Carly Rae Jepsen



COMMUNITY RELATIONS

MALL OF AMERICA® HAS ACTIVELY GIVEN BACK TO THE COMMUNITY FOR OVER 25 YEARS WITH THE SUPPORT OF OUR TENANTS, EMPLOYEES AND GUESTS. We contribute an average of \$25,000 every day in cash, products and in-kind support to charities and non-profits. Contributions to our community partners total more than \$12 million annually, with a goal to grow that total every year.

A LITTLE GOES A LONG WAY:

\$26,000 daily donation value

\$24,000 IN COINS collected every year + donated to 12 charities

\$25,000 average contribution every day in cash, products and in-kind support to charities and nonprofits

\$9.5 MILLION annual donation value

\$12 MILLION annually raised by our community partners as a result of our events, in-kind support and donations

ANNUAL COMMUNITY EVENTS AT MOA® INCLUDE:

Juvenile Diabetes Research Foundation Walk | Holiday for Heroes
Fraser Walk for Autism | March of Dimes | Walk to End Hunger

BEYOND THE YELLOW RIBBON CERTIFIED WORKPLACE

In an ongoing effort to support and recognize those who serve our country, Mall of America is a certified Beyond the Yellow Ribbon Company. To achieve the proclamation, Mall of America provides ongoing support through its human resources, community and employee outreach departments as well as training and development programs for employees who are service members and veterans, as well as their families.



SECURITY



MALL OF AMERICA HAS THE LARGEST TRAINED PRIVATE SECURITY FORCE IN THE NATION. Our security officers undergo more than 400 hours of training in safety, guest relations, emergency operations, Krav Maga and Verbal defense and influence training. In addition to security officers, the security department utilizes bike patrol, a special operations plain clothes unit and a K-9 program.

ON AVERAGE, EACH YEAR MALL OF AMERICA SECURITY:

Receives more than 130,000 calls for services

Reunites more than 2,400 lost children with their families

Responds to more than 1,100 medical emergencies

Helps visitors locate approximately 1,200 "lost" vehicles

Receives 55,000 training hours

Manages and trains 15 single purpose explosive detection canines

Employs more than 150 personnel who go through approximately three months of extensive training prior to working out in the Mall.

BLOOMINGTON POLICE DEPARTMENT

Additionally, Mall of America houses two on-site stations for the Bloomington Police Department. Bloomington police officers work hand-in-hand with retailers to prevent retail crime. The Mall management and security departments work closely with the Bloomington Police Department on training and other issues.

STAYING CONNECTED: SOCIAL + DIGITAL INNOVATION AT MOA®

Mall of America® Guest Services goes far beyond the doors of MOA®. Social Media Community Specialists monitor every MOA® digital platform, including social media channels and text messaging software to ensure visitors get the answers they're looking for—from parking updates and store locations to event times and dining recommendations.

CONNECT WITH MALL OF AMERICA:



/MALLOFAMERICA



@MALLOFAMERICA



@MALLOFAMERICA



MALLOFAMERICA



/MALLOFAMERICA



BLOG.MALLOFAMERICA.COM



TEXT: 952-314-6926



ENHANCED SERVICE PORTAL (ESP):

Mall of America opened a first-of-its-kind communication hub, Enhanced Service Portal (ESP) in 2013. The portal integrates social media, digital media, security and telecom (phone operators) to streamline guest service and tenant response.

Team members 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 also encourages guests to reach out with questions over social media + text message. This includes parking reminders, which has contributed to a 25 percent decrease in security vehicle locate calls.



IMAGE REQUESTS

If you would like to request high-res images or HD video for download,
visit mallofamerica.com/press