

FASHION FORWARD - FORUM TIP:

Summer is nearly here, that means it's time for fashionable attire for the pool, beach or resort. Vilebrequin's casual elegance is perfect before and after the pool or beach. True to its origins, Vilebrequin has completed its swimwear offer with a selection of beach accessories in a wide range of sophisticated colors; matching beach towels, caps and sunglasses. Ted Baker offers a wide range of men's and women's swimwear this summer. From an elegant printed kaftan, to colorful, printed bikinis for women and plaid swim shorts for men. At Tommy Bahama, shade your eyes, neck and ears from the sun in the classically styled Panama sunhat. Woven from 100% Panama straw, it pairs perfectly with any summery outfit and even offers UPF 40+ sun protection. Marc by Marc Jacobs swim Nylon shorts for men are a key beach accessory this summer, with drawstring and MJ logo detailing. John Varvatos has an exciting collection of swim trunks for men including a seersucker stripe swimsuit featuring crinkle seersucker with bac cargo pocket and in a printed plaid with elastic waistband and cargo pocket. Michael Kors has the hottest accessories to complement any summer ensemble including the practical yet fun, Marina large shoulder tote in tangerine, the Hamilton large straw tote in tangerine and playful logo plate jelly sandals available in tangerine, optic white and pink. La Perla offers a luxurious collection for the stylish woman, including the Luxury Cruise bikini, made of a special lamé fabric for an elegant chromatic effect and the Antelope sauvage bikini in animal print.

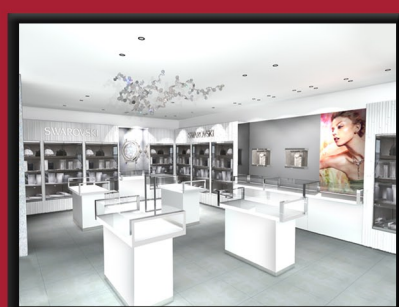


VIVA LA VIDA GLAM NOW AVAILABLE AT MAC

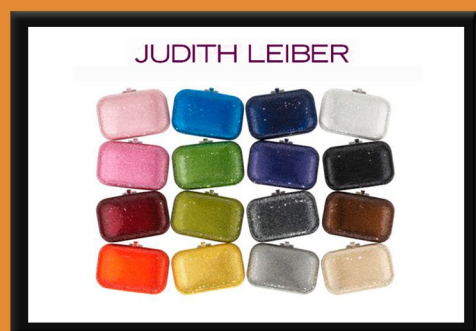


The fearless Ricky Martin and incomparable Nicki Minaj join the MAC Viva Glam collection and introduce Nicki's lipstick in a scene-stealing pink and Ricky's colourless lip conditioner in a tube that easily goes from day at the office to night on the dance floor! Even better, every cent of the selling price goes to support the MAC AIDS Fund. It doesn't get any hotter. The widely-popular entertainers have teamed up with MAC to raise HIV/AIDS awareness among young people around the globe. Nicki and Ricky dare you to Be Bold. Be Beautiful. Be Safe.

SWAROVSKI OPENS NEW, EXPANDED FLAGSHIP STORE INSIDE THE FORUM SHOPS



Doubling in size from its previous location inside The Forum Shops, Swarovski opens a new boutique featuring Swarovski's "Crystal Forest" retail design concept, which was created in collaboration with Tokujin Yoshioka. Named 2007 Design Miami, Designer of the Year award recipient, the store design highlights Swarovski's crystal-cutting expertise, unique craftsmanship, creativity and innovation. Key elements of the design concept are: crystal strand panels, a Chrysalis chandelier, a stainless-steel prism exterior and textured walls featuring reflective white prisms and white lacquer and mirror stainless-steel finishes. The 1,109 square-foot space will offer Swarovski's range of fashion jewelry and watches, as well as home accessories and décor objects.



MAKE MOTHER'S DAY EXTRA SPECIAL WITH A GIFT FROM THE FORUM SHOPS

This month, show mom you truly care with something special from The Forum Shops at Caesars where retailers are celebrating mothers all month long. The Forum Shops has this season's hottest fashions for the stylish mom that has everything. Thomas Pink has elegant silk scarves, the perfect accessory to finish off a contemporary outfit available in beautiful patterns including Beta Floral, Hawaii and Bird print. Available at Coach, the Willis Colorblock bag is an updated version of the iconic Willis Bag and has a new twist on the archival classic, crafted from bright, colorblocked waxed Italian calfskin. Twirl by Kate Spade makes for the perfect gift, this celebratory new fragrance has a dash of joie de vivre-perfect for colorful days and cocktail soirees. Every mom deserves to be pampered, indulge mom with FRESH Sake bath, composed of more than 38% pure sake. It unleashes the detoxifying potential of rice and delivers a fusion of Japanese bathing traditions. What mother doesn't love some beautiful bling? From a stunning woven cable cuff in sterling silver at David Yurman to the Judith Leiber Jellybean collection, made up of three classic silhouettes in a kaleidoscope of colors. You're sure to find a perfect match, no matter what the outfit or occasion!



NIKE LAS VEGAS LAUNCHES NEW NFL JERSEYS AND THE NEW NIKE + FUELBAND TRACKS ACTIVITY

For fans, Nike is introducing three levels of replica jerseys, all including a stylish, sleek, updated design, a refined fit and upgraded fabrication. Currently available at Nike Las Vegas, the NFL Nike Game Jersey features a more refined, tailored fit for every day wear. Hand-crafted from the inside out, premium details include silicon print numbers for a light soft feel, as well as a no-tag neckline for comfort. The Game jersey is also offered in women's cut and sizing. Also available is the NFL Nike Elite Jersey. The NFL Nike Elite Jersey is truly the next generation in superior lightweight performance and features the same level of innovation that the athletes wear on the field. This includes zoned stretch fabric tailored for precise fit and movement, water-repelling fabric, Flywire technology around the neck line for a lightweight lockdown fit, and strategic ventilation over major heat zones. This jersey also incorporates highly flexible premium twill numbers for a comfortable every day wearable feel. Athletes at all levels of fitness – from the elite to the everyday – now have a way to measure progress toward their goals and compare with others: the NIKE+ FuelBand available at Nike inside The Forum Shops. It's an innovative wristband that tracks movement throughout the day, designed to motivate and inspire users to be more active. The ergonomic NIKE+ FuelBand captures and displays four different metrics: time, calories, steps and NikeFuel - a new metric that will be the ultimate measure of your athletic activity. NikeFuel is a proprietary technology that measures activity through the movement of the wearers wrist. NikeFuel motivates athletes to do more with a NikeFuel score that makes movement fun, meaningful and comparable, letting users compete with athletes of all levels in most activities. The more you move, the more NikeFuel you earn, whether you're playing basketball, throwing a Frisbee or going for a run.



THE FORUM SHOPS CELEBRATES MILESTONE 20 YEAR ANNIVERSARY

What do Fendi, Versace, Dior, Varvatos, Ted Baker, Valentino and Wolfgang Puck all have in common? They all first opened in Las Vegas inside The Forum Shops at Caesars. When The Forum Shops opened its doors 20 years ago in 1992, the concept of couture, high-fashion, luxury and celebrity chefs had not yet made its way to the shopping malls of the desert playground. When Simon Property Group, the world's leading retail real

estate company, unveiled its distinctive Roman streetscape, sky-painted ceilings and an array of shopping and dining which had never before existed in Las Vegas, The Forum Shops at Caesars immediately became a Las Vegas institution. Today, 20 years after opening, it remains one of the highest grossing shopping centers in the world.

While celebrating its past, The Forum Shops has its eye firmly on the future and will launch a series of social media and web-based firsts in honor of the milestone accomplishment, including a 20th Anniversary Pinterest profile featuring one-of-a-kind photos from 1992-2012, and Instagram profile and a unique campaign utilizing Rdio to house 20 distinctive Forum Shops music mixes from each year it has been open so that people can download and share their favorite tunes. With the advent of Facebook's new Timeline feature, The Forum Shops Facebook page will highlight the last 20 years of fashion and history, as well as be the home-base for a unique digital scavenger hunt. Additionally, to thank the millions of patrons who have visited The Forum Shops over the years, as well as to say thank you to their loyal local customers who call Las Vegas home, a series of contests and promotions will be launched featuring twenty \$1000 Shopping Sprees and a trip for two to Rome!

As part of the anniversary, many of The Forum Shops retail tenants (some dating back to the opening) took part in a special video to share some of their personal memories and/or original, this included: Donny Borsack/first family of retail in Las Vegas; Tom Kaplan/Wolfgang Puck-Spago; Haresch Melwani/stories Versace/Jean Couture; Larry Close/The Palm and more. In addition, Caesars Palace President Gary Selesner spoke about how important the partnership with The Forum Shops is in making Caesars Palace the worldwide destination that it is. Also, The Forum Shops teamed up with the Las Vegas News Bureau in celebration of the center's 20th anniversary and the news organization's 65th anniversary to create a photo exhibit chronicling The Forum Shops evolution in images. The three-part photo exhibit (one exhibit for each phase of The Forum Shops' development) can be viewed in Phase I - near the Fountain of the Gods, Phase II - near the Atlantis Show and Aquarium and in Phase III - on second level near the windows across from the iconic spiral escalator.