



Blink Inc and Macerich to Expand Tech-forward Photography Studio Retail Concept

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-Santa Monica Place Location Slated to Open Holiday 2016-

CORTE MADERA, Calif. – (August 17, 2016) [Blink Inc.](#), a unique technology-driven photo shoot experience that captures and delivers professional digital photography in real-time at an affordable price, announced today the formation of a strategic alliance with [Macerich](#), one of the nation's leading owners, operators and developers of one-of-a-kind retail properties in top markets. The two companies will work together to open new Blink Inc photo studios at select Macerich properties. The first new store will launch at [Santa Monica Place](#) during Holiday 2016 with more to follow in 2017.

"We are thrilled to partner with a like-minded company like Macerich to help support our continued expansion plans to bring Blink Inc into new retail markets," said Tristan Davison, Founder of Blink Inc. "They are a smart, forward-thinking company with unique properties looking for what's new and experimental in retail. We offer them something like nothing else in the market currently with our true omni-channel experience that combines brick and mortar photo studios with bleeding-edge technology. It's a great fit."

"Blink Inc exemplifies the type of experiential and tech-driven retail our company believes in," said Eric Salo, Executive Vice President and Chief Strategy Officer, Macerich. "In fact, Blink Inc and other digitally native retail concepts see the attributes critical to their success across Macerich's portfolio. This class of retailer is delivering elevated experiences for our shoppers and becoming an increasing part of our mix."

Blink Inc's mission is to bring beautiful photography to the masses. After recently closing on a \$3.6 million Series A round of funding, Blink Inc now has stores in Corte Madera, San Jose, Newport Beach, and Canoga Park (opening this Fall). The relationship with Macerich will allow Blink Inc to continue to open more locations throughout the Western United States in 2017.

Blink Inc is an experiential photography studio that inspires creativity, self-expression and personal style. Its proprietary technology makes it easy for consumers to book shoots and buy images online via their computer or mobile device at www.blinkinc.com. A Blink Inc experience consists of a fun 10-minute (or longer) shoot with a professional photographer.

The result of each shoot is a collection of hundreds of photographs that consumers and businesses can view, buy and share instantly via Blink Inc.'s website. Pricing is affordable with shoots starting at \$25. Images can be purchased a la carte for just \$10 each or all at once with affordable "Buy All" packages. Walk-ins are welcome, with reservations encouraged (reserve online at www.blinkinc.com).

See what Blink Inc is all about [here](#). Access images [here](#).

About Blink Inc

Blink Inc takes stunning real-time digital photographs of you, the people you love and the things you make. Their technology makes the entire experience intuitive and easy and enables real-time delivery of your pictures. Their beautiful studios are designed to inspire creativity, self-expression and fun. Their professional photographers direct the shoot and capture the best in you. The result is hundreds of photographs that you can view, buy and download instantly on any device. Shoots start at just \$25 a shoot and \$10 per photo. www.blinkinc.com // [@blinkincblinks](#)

About Macerich

Macerich, an S&P 500 company, is a fully integrated self-managed and self-administered real estate investment trust, which focuses on the acquisition, leasing, management, development and redevelopment of regional malls throughout the United States.

Macerich currently owns 55 million square feet of real estate consisting primarily of interests in 50 regional shopping centers. Macerich specializes in successful retail properties in many of the country's most attractive, densely populated markets with significant presence in the Pacific Rim, Arizona, Chicago and the Metro New York to Washington, D.C. corridor. Additional information about Macerich can be obtained from the Company's website: www.macerich.com

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