



Macerich And Happy Returns Announce Three New Mall Locations For Innovative Omni-channel Return Service

November 29, 2016

-Happy Returns Designed to Solve #1 Issue for Online Shopping: Returns-

SANTA MONICA, Calif., Nov. 29, 2016 /PRNewswire/ -- Macerich (NYSE: MAC), one of the nation's leading owners, operators and developers of one-of-a-kind retail properties in top markets, today announced the pre-holiday expansion of Happy Returns to three added malls: Fashion Outlets of Chicago, The Shops at North Bridge and Tysons Corner Center.

The service, which aims to transform e-commerce by solving the #1 pain point of online shopping – returns, is building on the success of its first Return Bar™ at Santa Monica Place.

"More and more, our high-performing properties are becoming centers for innovative omni-channel ideas," said Ken Volk, Chief Marketing Officer, Macerich. "Happy Returns provides shoppers with an easy return process for online purchases that gives them immediate refunds when they are at our properties and poised to shop. This is smart positioning for us and our retail partners."

Happy Returns will be integrated into existing mall concierge locations at the three added shopping centers, offering convenient returns that are simple, friendly, free and involve no packing or shipping – in addition to immediate refunds. Online retailers currently participating in the Happy Returns program include: Tradesy, Eloquii, Shoes of Prey, Ribbed Tee, and Machines for Freedom.

"We're very pleased to grow our presence just ahead of the busy holiday season at Macerich's outstanding retail destinations in the Chicago and Washington, D.C. areas," said David Sobie, Co-founder and CEO, Happy Returns. "We are focusing on high-profile settings that already are magnets for shoppers. Survey data suggests that many shoppers returning online purchases through Happy Returns are making incremental purchases when they visit the mall."

About Happy Returns

Santa Monica-based Happy Returns provides in-person returns of online purchases through a network of physical Return Bars staffed by friendly and highly trained Returnistas™ located in premier shopping centers and other highly accessible locations. Retailers use Happy Returns to save money through decreased shipping and support costs and enjoy increased conversions and customer satisfaction. Happy Returns' co-founders met at HauteLook/NordstromRack.com, where they led the launch of the highly successful Return to Rack program.

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 56 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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SOURCE Macerich

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