



## **Macerich and StepsAway Expand Mobile Retail Platform to More Properties**

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### **-StepsAway Empowers Mall Retailers to Drive More On-Property Sales-**

SANTA MONICA, Calif., Jan. 17, 2017 /PRNewswire/ -- Macerich (NYSE: MAC), one of the nation's leading owners, operators and developers of one-of-a-kind retail properties in top markets, and StepsAway announced today an expanded partnership bringing the StepsAway in-mall mobile retail platform to a total of 22 Macerich properties. Through StepsAway's patent-pending cloud-based technology platform, SAConnect™, national retailers create and deliver promotions across multiple mall properties from their corporate headquarters on a single platform.

Shoppers access the web-based StepsAway app via each mall's free Wi-Fi network and then peruse offers by category, e.g., Women, Men, Kids, Shoes, or by retailer. StepsAway capitalizes on the increasing number of shoppers who use digital devices during their purchase decision process when they are at the closest point of purchase – "steps away" from a retailer's lease line.

"We are sharply focused on innovating the customer space," said Ken Volk, chief marketing officer, Macerich. "StepsAway's in-mall mobile retail solution adds another key digital touchpoint to our slate of technology offerings that enhance the shopping experience for customers. It also delivers important benefits for retailers, including the ability to communicate with shoppers when they are close to the point of purchase."

Macerich's broader deployment of StepsAway builds on the successful 2015 pilot at three high-performing Macerich centers: Queens Center (NYC), The Oaks (Southern California) and Tysons Corner Center (Washington, D.C. metro area).

"Our solution empowers mall owners to increase sales per square foot and gives retailers an innovative, mobile channel to extend their reach, acquire new customers, and influence on-property consumer purchase decisions, locally, regionally or nationally, all in one platform," said Allan Haims, CEO of StepsAway. "We are excited to expand our successful partnership with Macerich, which has one of the best mall portfolios in the country."

#### **About StepsAway**

StepsAway is a market-first, in-mall mobile retail solution offering shoppers smartphone access to hyperlocal in-store deals—driving more brick-and-mortar transactions in nearly 150 malls nationwide. StepsAway empowers mall owners to increase sales per square foot and gives retailers an innovative way to reach and influence on-property consumer purchase decisions. Consumers access StepsAway – SAMobile™ – via a web-based mobile app upon signing onto a mall's Wi-Fi network and then peruse deals offered on premises. StepsAway's cloud-based proprietary technology platform, SAConnect™, allows nationally based retailers to create and deliver promotions across multiple mall owners/locations. StepsAway is a privately held company, based in Los Angeles, California. For more information, visit [www.stepsaway.com](http://www.stepsaway.com).

#### **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](http://www.macerich.com)

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