



## **Macerich Receives Highest Recognition from Retail Advertising and Marketing Association**

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SANTA MONICA, Calif., Feb. 26 /PRNewswire/ -- The Retail Advertising & Marketing Association (RAMA), a division of the National Retail Federation (NRF), honored Macerich Company with the Peter Glen Community Service Award for its cause marketing campaign "Shoes for Orphan Souls." This award recognizes companies who demonstrate a strong commitment to their community, nation or world, and was presented to Macerich during the Retail Advertising Conference held in Chicago on February 5, 2003.

Additionally, two of Macerich's properties, Stonestown Galleria and Redmond Town Center, were recognized with a Silver RAC Award for outstanding marketing and advertising campaigns in the outdoor and TV image/positioning categories.

"We are truly flattered by the recognition received from the Retail Advertising and Marketing Association," said Susan Valentine, senior vice president of marketing for Macerich Company. "We strive to be an integral part of the community, and receiving such honors validates our efforts."

Lovell Public Relations developed a marketing plan for the "Shoes for Orphan Souls" project on behalf of Buckner Orphan Care International in 1999. The firm realized the program's potential for growth and approached its client Macerich with the idea of developing a back-to-school shopping campaign. Macerich malls encouraged shoppers to buy an extra pair of shoes for orphans living in countries around the world. With 26 of its properties participating in the campaign, Macerich has been an integral part of extending the reach and awareness of the program at a national level. For the past four years, the shopping center owner has contributed to the collection of over 700,000 pairs of shoes, thousands of pairs of socks and shoelaces, and more than \$400,000 in cash donations.

Stonestown Galleria's winning campaign consisted of king-size bus and rail station posters reaching all sectors of the shopping center's trade area in San Francisco, CA with 12 feet of full-color, eye-level roving advertising messages. "Kiosk Guy" was Redmond Town Center's unique approach to capture the attention of the sophisticated and savvy consumer of Redmond, OR. The television campaign presented an animated way to inform with humor, while utilizing the subliminal message of "If you knew what was here, you would come."

The Retail Advertising & Marketing Association (RAMA), a division of the National Retail Federation, is a trade association of over 1,500-retail marketing and advertising executives, plus their supporting partners from the advertising agency, media and service-provider areas. RAMA sponsors the annual Retail Advertising Conference/Xpo (RAC), the largest single gathering of retail marketing and advertising professionals in the industry today. RAMA also produces the RAC Awards Competition, the most prestigious creative contest in retail. For more information about RAMA, visit [www.rama-nrf.org](http://www.rama-nrf.org).

The Macerich Company is a fully integrated self managed and self-administered real estate investment trust, which focuses on the acquisition, leasing, management and redevelopment of regional malls and community centers throughout the United States. The Company is the sole general partner and owns an 82% ownership interest in The Macerich Partnership, L.P. Macerich owns interests in 56 regional malls and 20 community centers, totaling approximately 58 million square feet. Additional information about The Macerich Company can be obtained from the company's web site at [www.macerich.com](http://www.macerich.com). SOURCE The Macerich Company

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