



FEATURE/Research Reveals One in Three Americans Do Not Know When Flag Day is Observed; Macerich Malls Create Prominence for National Flag Day Celebration

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SANTA MONICA, Calif., Jun 11, 2002 (BUSINESS WIRE FEATURES) -- While most Americans know when the patriotic holidays of Memorial Day, Independence Day and Labor Day occur, one out of three Americans do not know the date that Flag Day is observed. This statistic was revealed in a nationwide survey of 4,000 shoppers that Macerich Company (NYSE:MAC) conducted in 2000. To create more prominence for this national observation, Macerich is kicking off its third annual summer-long patriotic celebration at more than 45 malls across the country on Flag Day, June 14. Participating properties, which are listed at www.macerich.com, are holding flag raising ceremonies and other patriotic activities for their communities.

"For the third year, we are dedicating three months to promoting patriotism and honoring the American flag," said Susan Valentine, senior vice president of marketing for Santa Monica, Calif.-based Macerich Company. "With our country's renewed patriotism, more people are flying flags today and this year's Flag Day celebrations will have even more significance to our communities."

The Flag Day celebration is part of Macerich's summer-long "An Old Glory*ous Celebration," which gives shoppers an opportunity to express their patriotism and learn about the country's heritage and history through special events, promotions, exhibits, community partnerships and patriotic giveaways. The campaign encompasses all of the summer's patriotic holidays including Memorial Day, Flag Day, Independence Day and Labor Day.

According to the National Flag Day Foundation, the first national observance of Flag Day took place on June 14, 1877, 100 years after the United States flag was adopted by the Continental Congress. After that, many groups and individuals worked to create a regular observation of Flag Day. In 1916, President Woodrow Wilson officially established Flag Day. Finally, in 1949, President Harry Truman signed an Act of Congress designating every June 14 as National Flag Day.

The Macerich Company, which has ownership interest in over 45 malls across the United States, is one of the nation's largest owners/operators of regional malls. Founded in 1965, Macerich is publicly traded on the New York Stock Exchange under the symbol "MAC." More information about Macerich is available at www.macerich.com.

Marketing directors at each Macerich property are available for interviews.

Note: A Photo is available at URL: <http://www.businesswire.com/cgi-bin/photo.cgi?pw.061102/bb13>

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