



National Mall Owner Receives International Honors for Community Work; Macerich Company Recognized With Seven MAXI Awards for Excellence in Marketing

October 8, 2002

SANTA MONICA, Calif., Oct 08, 2002 /PRNewsire-FirstCall via Comtex/ -- Macerich Company (NYSE: MAC) received international honors recently for its outstanding community service and excellence in marketing. The Santa Monica, CA-based shopping center owner and operator was presented with seven MAXI Awards and four MAXI Merits at the International Council of Shopping Centers' (ICSC) annual fall conference held the last week of September in Minneapolis.

Three of Macerich's corporate marketing programs that won awards include:

- "Shoes for Orphan Souls," a campaign held during the back-to-school shopping period in which Macerich properties collected new shoes for orphans overseas;
- "Raising the Flag to the Survivors," a traveling exhibit that honored Pearl Harbor survivors in conjunction with the 60th anniversary of the attacks on Pearl Harbor;
- "Reaching Maximum Velocity," a four-day conference held in Park City, Utah that introduced the company's vision for the future to Macerich management and included an internal film competition called 'Macedance,' a takeoff on the Sundance Film Festival.

The company also received a MAXI Merit for "Macerich Cares: Response to 9/11," entered into a special category which acknowledged those properties and owners who participated in September 11 relief efforts.

"These initiatives are in line with our vision of being a town center for our communities, whether that includes collecting shoes for a nonprofit organization or raising money for a memorial to World War II veterans," said Susan Valentine, senior vice president of marketing for Macerich Company. "Through teamwork and creativity, we are not only creating award-winning programs, we are also truly making a difference in the cities where we work."

Local marketing teams received honors for programs that included "Tax-Free Weekend," Crossroads Mall, Oklahoma City; "Shop L.A. County," Lakewood Center, Los Cerritos Center, Stonewood Center, Panorama Mall, Santa Monica Place, and Westside Pavilion; "How Will You Celebrate," Lakewood Center, Lakewood, CA; and "South Dakota World War II Memorial," The Empire Mall, Sioux Falls, SD and Rushmore Mall, Rapid City, SD.

Other Macerich malls received merits for programs that included "Tax Free Weekend-Buddy Walk," Lindale Mall, Cedar Rapids, Iowa; "More Stores: Leasing Campaign," Green Tree Mall, Clarksville, Ind.; and "Queens Center, One Mall, One Market, One Opportunity," Queens Center, Elmhurst, N.Y.

Honoring Excellence in Marketing since 1972, ICSC acknowledged 27 malls and shopping center owners/operators this year with MAXI Awards and another 56 with MAXI Merits. There were 214 finalists for the 2002 competition.

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 a 78% ownership interest in The Macerich Partnership, L.P. Macerich owns interests in 56 regional malls and 21 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.

SOURCE:
Macerich Company

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