



Shoppers Share 'Stars and Stripes' Sentiments; Macerich Surveys Americans on Patriotism, Summer Trends for July 4th

June 23, 2000

SANTA MONICA, Calif., June 23 /PRNewswire/ -- Everyone knows the phrase "It's as American as Apple Pie," but a recent survey shows that "American as Hot Dogs and Hamburgers" would be a more accurate simile.

In Macerich Company's (NYSE: MAC) summer survey on seasonal trends, patriotic opinions, and U.S. trivia, nearly 45% surveyed said the traditional barbecue foods of hot dogs and hamburgers are the most patriotic, beating out apple pie by a little over 2% of the vote. "Old Glory-ology" surveyed over 4,500 shoppers in targeted Macerich centers nationwide in preparation for "An Old Glory-ous Celebration," a three month dedication to promoting patriotism and honoring the flag.

"We learned in our survey that Americans generally feel patriotic, but they don't always have the opportunity to show it," said Susan Valentine, senior vice president and director of marketing at Macerich. "The first month of 'An Old Glory-ous Celebration' has been embraced by the communities our malls serve because of the educational exhibits and events we are offering, and the pure emotional appeal Old Glory has with our shoppers."

"Old Glory-ology" supplied the fuel that shaped many of Macerich's summer programs, but it also offered some interesting facts on what Americans prefer when it comes to expressing their patriotism, such as:

- Lee Greenwood's God Bless the U.S.A. is the most popular song about America (27%), while Saving Private Ryan is the favorite patriotic movie.
- The fashion industry produces patriotic apparel in every size and shape, but only 39.85% claim to own clothing or accessories that feature the American flag, and just over 40% wear red, white and blue on Independence Day.
- Most of the holiday travel hype is just that, as over 60% surveyed stay home.
- July 4th is typically a day spent outdoors, as 80.32% surveyed say they go to or host a barbecue and/or watch fireworks.

Over 35% surveyed say nothing brings out patriotism better than a holiday, so for the majority of Americans who won't be traveling on the Fourth, Macerich has ensured there will be plenty of patriotic activity at home in the community this summer.

"Whether its hosting a patriotic photo exhibit, organizing a 'Star Spangled Banner' singing contest or welcoming the community with barber shop quartets and ice cream socials, each mall has found activities and exhibits that will appeal to their individual community," said Ms. Valentine.

Because "An Old Glory-ous Celebration" was designed to offer unique programming to the community, many centers are also using the program to give back to the community. Valley View Center in Dallas will host a safety fair for kids in time for July 4th, complete with summer safety skills and fireworks lessons, and Crossroads Mall in Boulder, CO will be hosting a blood drive the week of July 4th, when blood banks are typically low.

Other activities include voter registration drives, food and clothing collections, and army recruitment. Macerich malls are also contributing to Save America's Treasures by purchasing "Sing America", a patriotic compact disk benefiting the non-profit organization. CDs will be used as summer incentives for Macerich shoppers.

The Macerich Company, which has ownership interest in over 50 malls across the continental United States, is one of the nation's largest owner / operators of regional malls. Founded in 1965, Macerich is publicly traded on the NYSE under the symbol "MAC". For more information on Macerich, including "An Old Glory-ous Celebration" plans, visit the Macerich web site at www.macerich.com. SOURCE Macerich Company

CONTACT: Betty Lovell of Lovell Public Relations, 972-788-4511, or pager, 214-910-5296, for Macerich Company; or Susan Valentine of Macerich Company, 310-394-6911/