



Cupid and Retail Team Up to Fight Heart Disease This Valentine's

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SANTA MONICA, Calif., Jan. 25 /PRNewswire/ -- Valentine's Day 2001 will be a true "affair of the heart" as communities across the nation open their hearts to raise money for heart disease and stroke research. One of the first Valentine's Day online auctions of its kind, "eBids from the Heart" connects communities throughout the U.S. to bid on over 1,000 new items, goods and services, while raising funds for the American Heart Association.

Santa Monica, CA-based Macerich Company (NYSE: MAC) invites everyone to click on www.ebidsfromtheheart.com to bid on a new 2001 red Volkswagen Beetle or one-of-a-kind items including an autographed pair of Bette Midler's shoes, or a one-week stay in a luxurious private villa in Greece. One hundred percent of the auction's proceeds will go to the American Heart Association for heart disease research. Heart disease remains the number one killer of men and women in America today.

"Our market research on seasonal shopping trends conducted in the past two years at Macerich properties indicate that Americans are increasingly interested in giving to charities," said Susan Valentine, senior vice president of marketing for the Macerich Company. "This year for Valentine's Day, we wanted to create a way to bring our communities together for a fun and spirited event in a forum that benefits a far greater cause -- creating awareness and raising funds to help the American Heart Association in its efforts to prevent heart disease."

With the help of Macerich's marketing teams at over 40 malls nationwide, the company plans to secure over a thousand items ranging from celebrity memorabilia to travel and spa packages. The auction begins on February 5 and ends on March 8, 2001 with donated items having a minimum value of \$50.

"This opportunity with Macerich through 'eBids from the Heart' gives the American Heart Association the chance to create greater awareness for the prevention of heart disease and stroke while at the same time raising funds to support life-saving research," said William J. Bryant, chairman of the board for the American Heart Association.

The American Heart Association is a not-for-profit, voluntary health organization dedicated to reducing disability and death from cardiovascular diseases and stroke. By 2010, the association strives to reduce coronary heart disease, stroke and risk by 25 percent. For more information, visit the American Heart Association web site at www.americanheart.org.

The Macerich Company, owns and manages 46 regional malls and five community centers nationwide and is one of the nation's largest owner/operators of regional malls. Founded in 1965, Macerich is publicly traded on the New York Stock Exchange under the symbol "MAC." For more information, visit the Macerich web site at www.macerich.com.

"eBids from the Heart" is being powered by MissionFish, the Internet company that turns donated goods into cash for nonprofits. MissionFish unites online auctions and in-kind giving into an idea that makes sense for donors, shoppers and organizations alike. For more information, visit the MissionFish web site at www.missionfish.com.

If you are interested in becoming a bidder for "eBids from the Heart" visit the web site at www.ebidsfromtheheart.com. SOURCE Macerich Company

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