



National Survey Gauges Patriotism: Nearly Half Are More Patriotic Due to Current Events, Most Plan to Fly Stars and Stripes This Flag Day

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Nationwide Mall Campaign Supports America's Summer Holidays

SANTA MONICA, Calif., June 10 /PRNewswire-FirstCall/ -- While Flag Day, June 14, may sometimes go overlooked, the majority of Americans will be flying the stars and stripes for this year's holiday and nearly half feel more patriotic due to recent events, according to a new national survey commissioned by The Macerich Company (NYSE: MAC) as part of its annual An Old Glory*ous Celebration. The summer campaign, conducted by Macerich shopping centers nationwide, encourages patriotism through special flag raising ceremonies, events honoring veterans and the military, voter registration and other community activities.

Among the highlights of the national survey results:

- Nearly all respondents say they are patriotic (62 percent very patriotic, 31 percent somewhat patriotic);
- Nearly half (48 percent) say current events have made them feel more patriotic than previous years;
- The majority (78 percent) say the flag is the most important American symbol;
- Most (57 percent) plan to fly the American flag for Flag Day;
- Half say recent current events have made them more likely to fly the American flag.

"For many of us, recent historical events such as the war in Iraq, the 60th anniversary of D-Day and election year have sparked a renewed sense of patriotism and honor for our country," said Susan Valentine, Macerich senior vice president of marketing. "We are proud to provide a forum for Americans to come together this Flag Day and Independence Day holidays."

As part of the An Old Glory*ous Celebration, Macerich is encouraging even more participation for this Flag Day by asking its shoppers to sign a My America, My Pledge promise to fly the American flag on Flag Day. Shoppers who sign a pledge will be recognized in mall displays and will also receive mini flags and pledge stickers as a visible show of support for the effort. The company is also offering an "enter to win" contest for a \$5,000 travel package to the winner's choice of national monuments.

"About a third of Americans plan to visit a national monument this year, according to our survey. One lucky family will travel on us," said Valentine. "We hope the giveaway will spark additional interest in our country's unique heritage."

Americans can also participate in the patriotic holidays online at <http://www.oldglorious.com>. The campaign Web site features flag etiquette, a Flag Day trivia quiz and an opportunity to register to win the travel package.

This year marks the fifth annual An Old Glory*ous Celebration, which was first implemented at Macerich-owned malls in summer 2000. Flag Day ceremonies and other patriotic events in Macerich malls have helped bring communities together in support of our country during monumental times of remembrance following 9/11, the 60th anniversary of the Pearl Harbor invasion, and the war in Iraq.

The Macerich Patriotism in America poll was conducted by SurveyUSA in June 2004, among 1,000 telephone respondents age 18+, reflecting demographic proportions in the population based on the most recent U.S. Census estimates. Data is subject to a +/- 3.2 percent margin of error.

The Macerich Company is a fully integrated self-managed and self-administered real estate investment trust, which focuses on the acquisition, leasing, management, and development redevelopment of regional malls throughout the United States. The Company is the sole general partner and owns an 81 percent ownership interest in The Macerich Partnership, L.P. Macerich now owns interests in properties totaling approximately 61 million square feet consisting primarily of interests in 60 regional malls. Additional information about The Macerich Company can be obtained from the Company's Web site at <http://www.macerich.com>.

SOURCE The Macerich Company

CONTACT:

Tresa Hardt or Kim Craig,
both for The Macerich Company,
+1-972-788-4511 or +1-866-298-4124