



Shopping Malls & Veterans Unite for First Nationwide Flag Day ``An Old Glorious Celebration"; More Americans Plan to Fly the Flag This Flag Day, Shows National Survey

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SANTA MONICA, Calif., Jun 09, 2005 (BUSINESS WIRE) -- Mall shoppers across the country will be seeing stars and stripes this Flag Day, June 14, with a first-time joint effort of more than 400 shopping centers, owned by several prominent companies, and the AMVETS (American Veterans) and Veterans of Foreign Wars (VFW) organizations. Through the 2005 An Old Glorious Celebration, malls aim to raise patriotism with flag flying pledge drives and community flag raising events honoring American troops and veterans. A national survey conducted for the campaign shows that many Americans are feeling more patriotic as a result of recent current events and that more plan to fly the flag this Flag Day than on last year's holiday.

Malls owned/operated by 10 companies are taking part in the An Old Glorious Celebration:

CBL & Associates Properties, Inc. (NYSE:CBL); Coyote Management, L.P.; Forest City Enterprises (NYSE:FCEA/FCFB); General Growth Properties (NYSE:GGP); The Macerich Company (NYSE:MAC); Madison Marquette; Pennsylvania Real Estate Investment Trust (PREIT), (NYSE:PEI); Richard E. Jacobs Group; Urban Retail Properties Co.; and Westfield Group.

Campaign organizers say shoppers will have opportunities to participate in virtually every state. Old Glory will be flown across the nation when the malls host flag recognition ceremonies on June 14 and simultaneously raise the flag at 1:00 p.m. EDT. Local celebrities and dignitaries will join AMVETS and VFW volunteers for many of the festivities that will also recognize American troops. Shoppers who show their patriotism by signing An Old Glorious Celebration pledge card to fly the flag on Flag Day will receive a free stick flag and will be recognized in displays and other promotions.

According to the national Patriotism in America survey conducted for the campaign:

- More than half (55%) of Americans plan to fly the American flag this Flag Day - - higher than the 44% who claimed to have flown Old Glory for last year's holiday.
- Most (89%) consider themselves to be very or somewhat patriotic, but classify a slightly lower 79% of most other Americans in this way.
- 40% of respondents said recent current events made them feel more patriotic than in previous years.

The participating companies note that Flag Day is an ideal time for shopping centers to unite communities and educate Americans on the tradition.

- A little more than half (52%) of Americans surveyed correctly named June 14 as Flag Day.
- The American flag tops the list as the most important patriotic symbol for most (78%) surveyed, followed by the Statue of Liberty (11%), the bald eagle (8%) and the presidential seal (2%).
- About three quarters (78%) surveyed accurately said there are 13 stripes on the American flag; 91% correctly said the flag bears 50 stars.

"We are pleased to help bring together Americans in not only celebrating patriotism but in also honoring our military here and abroad," said Wally Brewster, senior vice president of marketing and communications for General Growth Properties. "Our properties will help to provide an expanded opportunity for communities to raise the flag across America and honor those who serve our country."

Barb Ivankovich, vice president of mall marketing and corporate relations for CBL & Associates Properties, Inc., added, "Patriotism can sometimes be overlooked in our society, but with the An Old Glorious Celebration, shoppers at our malls nationwide will be encouraged to take part in celebrating America as we gather pledges to fly the flag."

The An Old Glorious Celebration Patriotism in America poll was conducted by SurveyUSA in May 2005, 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.

Initiated by The Macerich Company in 1999, the 2005 An Old Glorious Celebration unites for the first time 10 shopping center developers and their properties in a patriotic celebration of Flag Day and the American flag. Through the years, the nationally award-winning campaign has helped to bring communities together in support of our country and during monumental times of remembrance following 9/11, the 60th anniversary of the World War II Pearl Harbor Invasion and the war in Iraq.

Note: Additional survey results, mall event specifics, interview requests and TV b-roll available upon request.

SOURCE: An Old Glorious Celebration

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