



Santa Monica Place Transforms for Holiday 2010

November 11, 2010

New Shopping and Dining Destination Sparkles with Magnificent, Modern Performance Tree, Exciting Live Entertainment, Santa and More

SANTA MONICA, Calif., Nov. 11, 2010 /PRNewswire via COMTEX/ --

Celebrating its first holiday season in true Santa Monica style, Santa Monica Place introduces a seasonal experience unlike anything else in Los Angeles, including a one-of-a-kind, modern performance tree.

The lights on this contemporary, 50 foot-tall, sculptural holiday tree don't just dance, they actually *groove* to a custom-created soundtrack from KCRW DJs. Enveloping the entire main level Plaza in a wash of color, light and hip, seasonal music, the new tree - more an art installation than a traditional holiday tree - transforms Santa Monica Place into a must-see holiday destination.

The season kicks off with an exciting, musical tree-lighting celebration, called *Santa Monica Shines*, Saturday, Nov. 20, 2010, from 6-7 pm. This fun, free event for the public stars KCRW Music Director Jason Bentley and the acclaimed new vocal group, The Living Sisters, featuring three of LA's best singer-songwriters (Inara George of The Bird and The Bee, Becky Stark of Lavender Diamond and singer Eleni Mandell). The event also showcases the abundance of local talent that helps make Santa Monica so special. Featured performers include groups from Santa Monica High School, Brentwood Academy of Dance and more, plus a special appearance by Santa. *Santa Monica Shines* is presented by Yogi Bear, the movie.

"The whole experience at Santa Monica Place is different from anything else in Southern California - from the architecture, to our beautiful views, our Dining Deck, our retailers and more - and we wanted our holiday experience to share this special, Santa Monica vibe," said Adrienne DeVore, senior manager, marketing, Santa Monica Place. "I describe our holiday feel as GLOW meets KCRW meets Louis Vuitton right here in our Plaza. It's different, it's beautiful and it's very Santa Monica."

Nightly tree performances throughout the season

After *Santa Monica Shines*, Santa Monica Place guests can enjoy holiday tree performances every evening from Nov. 20-Dec. 31, 2010. Nightly performances take place every 30 minutes after dark. Four different soundtracks keep the experience fresh and engaging throughout the holiday season.

Get Gifted -- Black Friday and every Friday

The day after Thanksgiving, Black Friday, marks the beginning of the holiday shopping season and the introduction of "Get Gifted" at Santa Monica Place. This fun holiday program includes:

- Random giveaways of free gift cards (100 or more every Friday throughout the season)
- Santa Monica Place-specific weekly savings guides
- Santa Monica Place Gift Guru - a professional, L.A.-based stylist - who will be ready with great advice for shoppers on fashion, gift-giving and more every Friday from noon-2 pm in the Get Gifted Lounge next to Concierge on the main level.
- Inspire Your Style, invites Santa Monica Place shoppers to enter to win a \$10,000 shopping spree, along with fun, fashion- and gift-giving ideas.

Celebrating Hanukkah

Santa Monica Place is partnering with the Santa Monica Synagogue for a Menorah lighting event on Saturday, Dec. 4, at 6 pm, near the olive tree on the Dining Deck. The public is invited.

Santa at Santa Monica Place

Santa, of course, will be part of the holiday festivities at Santa Monica Place, including:

- Breakfast with Santa on Saturday, Dec. 4, at 9:30 am, takes place in Food Court - complete with entertainment, photos and a visit with Santa. Space is limited for this free event; please RSVP at santamonicaplace.com/events.
- Cocoa and Cookies with Santa on Saturday, Dec. 18, at 5:30 pm, happens at the fireplace on the Dining Deck. No RSVPs needed.
- Our strolling Santa and a photographer will be available to visit with shoppers beginning the day after Thanksgiving and every weekend through Dec. 12, and then every day Dec. 17-24. Please see Concierge for exact times and locations.

Holiday entertainment highlights

In addition to regularly scheduled music and light performances by the extraordinary Santa Monica Place holiday tree, the property will feature an exciting and full calendar of live music and dance performances throughout the holiday season. Highlights from the performance calendar include:

Friday, Nov. 26: 8 am-10 am/**Motown Carolers** (hip caroling quartet)

Noon-2 pm/**The Fleet Street Band** (a Dickens costumed brass quartet)

Saturday, Nov. 27: 3 pm-5 pm/**Motown Carolers** (hip caroling quartet)

Sunday, Nov. 28: 3 pm-5 pm/**Sleigh Me** (a rock string quartet)

Saturday, Dec. 4: 3 pm-5 pm/**Motown Carolers** (hip caroling quartet)

Sunday, Dec. 5: 3 pm-5 pm/**Holiday Express Band** (playing holiday favorites)

Saturday, Dec. 11: 3 pm-5 pm/**Tuxedo Junction** (this group in white tuxes and top hats plays holiday favorites, old and new)

Sunday, Dec. 12: 3 pm-5 pm/**The Fleet Street Band** (a Dickens costumed brass quartet)

Saturday, Dec. 18: 3 pm-5 pm/**Buckingham Toy Soldier Band** (brass quartet of toy soldiers from "The Nutcracker")

Sunday, Dec. 19: 3 pm-5 pm/**Sleigh Me** (a rock string quartet)

To get the latest news about the holidays at Santa Monica Place, the public is invited to visit <http://www.santamonicaplace.com/>.

The Santa Monica Place Experience

Beyond great views and appealing retailers and restaurants, Santa Monica Place offers guests a welcome set of special amenities. These include two Valet Parking stations (on 2nd and 4th streets) and a full-service Concierge modeled on the resort experience, where shoppers can purchase Santa Monica Place Gift Cards from American Express, among other convenient services.

The new Santa Monica Place is a three-level, all-open-air shopping and dining destination located just two blocks from the beach in Santa Monica. Opened in August 2010, Santa Monica Place features Bloomingdale's, Nordstrom, CB2, Nike, Louis Vuitton, Tiffany & Co, Burberry, Love Culture, AllSaints Spitalfields and many other exciting retail attractions. The third-level Dining Deck offers spectacular ocean and city views, and stars six, chef-driven restaurants and a modern, all-glass food court for casual dining.

Santa Monica Place's parent company, Macerich(R) (NYSE: MAC), which has been headquartered in Santa Monica for more than 30 years, is a fully integrated self-managed and self-administered real estate investment trust, which focuses on the acquisition, leasing, management, development and redevelopment of regional malls throughout the United States. Macerich now owns approximately 73 million square feet of gross leaseable area consisting primarily of interests in 71 regional malls. Additional information about Macerich can be obtained from the Company's website at <http://www.macerich.com/>.

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