



TYRA BANKS ANNOUNCES MODELLAND® ATTRACTION

Step Into Your Light™ and be a Model at the New Experiential Retail Attraction

Macerich's Santa Monica Place Welcomes Inaugural Location

Los Angeles, Calif. February 5, 2019 – Iconic Supermodel turned Super Entrepreneur Tyra Banks announces her biggest venture yet, **Modelland®**. A first-of-its-kind experiential attraction, Modelland will intersect a fantasy version of the modeling world with state-of-the-art interactive entertainment, creative collaborations, curated retail, dining and special events. The breakthrough new attraction is set to open in late 2019 at Macerich's Santa Monica Place, the iconic open-air shopping, dining and entertainment destination just blocks from the beach in Santa Monica.

As the godmother of breaking beauty barriers, Banks continues her mission to bring modeling to the masses and expand the definition of beauty. Banks first let model-dreamers into the elusive fashion world by creating one of the longest-running reality TV franchises, *America's Next Top Model*. *America's Next Top Model* is the first televised platform to seriously challenge industry norms in size, height and age, ultimately taking the fashion modeling world mainstream. The show airs in 180 countries with 25 international versions and has millions of viewers worldwide.

With Modelland, Banks creates a new world of storytelling and adventure in a grand, fantastical, physical place where all expressions of beauty are celebrated. The multi-level ticketed experience invites all visitors to redefine what a model really is and for people to be the dream versions of themselves. Each will undertake a transformational journey to celebrate their unique beauty. Modelland is a flagship, permanent destination with a global strategy to expand worldwide.

"Modelland has been 10 intense years in the making," says Banks. "It has been my ultimate dream and I have worked tirelessly with laser-focused tunnel vision to bring it to fruition. Modelland will awaken your childlike glee by entertaining and educating in unexpected ways that will make learning about oneself fierce and fun. I want people to feel seen and validated. Modelland will provide the tools for them to do so and empower them to embrace, adorn and celebrate their own unique beauty." Embarking on her third year teaching at Stanford Business School, Banks concludes, "Modelland is all about celebrating your flawsome self. We are fun. We are fierce. We are fantasy. And, we are for real."

Modelland will create a global community for user-generated content, providing visibility and amplifying a diverse array of voices (all ages, genders, families, Millennials, Gen Z and beyond) inviting the full spectrum of beauty to *Feel the Fierce™* firsthand. The venture will invite select partners in the sectors of beauty, fashion, entertainment, food & beverage, and technology to collaborate on the 360-degree, poly-sensory experiences.

Macerich (NYSE:MAC), one of the nation's leading owners, operators and developers of one-of-a-kind properties in top markets, will house the Modelland experience in a prime, street-facing location at its award-winning Santa Monica Place property. Perfectly positioned between the landmark Santa Monica Pier and the 4th Street/Colorado Expo Line stop, and adjacent to the well-trafficked Third Street Promenade, Modelland will live in a 21,000 sq. ft

space. Modelland will be a gathering place for locals, visitors and its pre-existing passionate global community, where people will have the opportunity to discover and engage more deeply with the brand.

“Santa Monica Place is the perfect setting for the groundbreaking Modelland concept and we are so pleased to welcome this exceptional, multi-layered entertainment, retail and dining attraction to our world-class destination,” said Michael Guerin, Senior Vice President, Leasing, Macerich. “Our top properties including Santa Monica Place are terrific platforms for retailers and brands of all kinds to connect with their audiences, who visit us for the best in experience-forward retail and everything else.”

Santa Monica Place is home to Nordstrom, Louis Vuitton, Tiffany & Co., Tory Burch, Rolex, All Saints, Hugo Boss, BARNEYS NEW YORK, Nike, dozens more shops and an inspired collection of restaurants and entertainment experiences. These include True Food Kitchen, The Cheesecake Factory, Sonoma Wine Garden, ArcLight Cinemas and more. Santa Monica Place is also home to a growing set of engaging, digitally native brands, such as b8ta, Ministry of Supply, Peloton and others. Later this year, L.A.’s only children’s museum, the Cayton Children’s Museum by ShareWell and Tesla Showroom are set to open.

Hard hat tours of Modelland will start in August 2019.

To inquire about brand partnerships, integrations and other queries, please contact info@model-land.com.

www.Model-Land.com #ModelLand

About the Tyra Banks Company:

Founded by Tyra Banks, The Tyra Banks Company, a place where beauty and entertainment collide to create Beautytainment, houses a portfolio of brands dedicated to inventing unprecedented experiences for people of all ages. Their stories and destinations strive to expand the definition of beauty worldwide. Exclusive, original content and one-of-a-kind properties of The Tyra Banks Company are designed to engage its *flawsome* global community with unrivaled, fun, fierceness, and theatricality. The Tyra Banks Company lives, breathes, and thrives on this foundation: *Common is Our Enemy; Unexpected is Our Best Friend*.

About Macerich:

Macerich, an S&P 500 company, 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 currently owns 52 million square feet of real estate consisting primarily of interests in 47 regional shopping centers. Macerich specializes in successful retail properties in many of the country's most attractive, densely populated markets with significant presence on the West Coast, Arizona, Chicago and the Metro New York to Washington, DC corridor. A recognized leader in sustainability, Macerich has earned NAREIT's prestigious "Leader in the Light" award every year from 2014-2018. For the fourth straight year in 2018 Macerich achieved the #1 GRESB ranking in the North American Retail Sector, among many other environmental accomplishments. Additional information about Macerich can be obtained from the Company's website at www.Macerich.com

Media Contact:

Elana Weiss & Ashley Tom
The Rose Group
elana@therosegrp.com
ashley@therosegrp.com

###