



## **Macerich Launches Content Partnership With POPSUGAR**

November 3, 2016

### **-#1 Lifestyle Brand for Young Women to Deliver Custom Content for Top-Performing Portfolios On-Mall, Online and Social Platforms-**

SANTA MONICA, Calif., Nov. 3, 2016 /PRNewswire/ -- Macerich (NYSE: MAC), one of the nation's leading owners, operators and developers of one-of-a-kind retail properties in top markets, today announced a partnership with POPSUGAR to provide custom content for the portfolio's on-mall, online and social platforms. POPSUGAR, which reaches 1 in 3 millennial women, is a leader in lifestyle content in multi-platforms across entertainment, fashion, beauty, fitness, food and parenting. The partnership with Macerich will encompass custom videos, imagery and social posts, with opportunities for a broad array of brand experiences, in-mall appearances and other tailored, high-profile collaborations.

"POPSUGAR's spot-on connection with young women is a unique lever for heightening the experience with our malls for this important set of shoppers," said Ken Volk, Senior Vice President and Chief Marketing Officer, Macerich. "This brand's captivating, on-trend lifestyle content supports nearly every retail category at our high-performing properties and we see powerful synergies as we continue focusing on our malls' relationships with targeted consumers."

Across its media business, POPSUGAR has built successful collaborations with premium retailers, including a number of brands that feature prominently within the Macerich portfolio. "Macerich's high-quality malls in top markets are shopping destinations for our huge audience of young women," said Geoff Schiller, CRO of POPSUGAR. "We know how to reach Macerich's consumers and how to communicate with them. As the brick and mortar retail experience continues to evolve, POPSUGAR's inspiring, informative and entertaining content, plus our proprietary data technology, creates the perfect platform to aid Macerich properties in making their malls the most innovative and engaging experiences for consumers."

With POPSUGAR's approachable, fun and positive outlook, the rich, multi-platform content created for Macerich will be nimble and will respond to seasonality, as well as to what's trending. The first POPSUGAR content will hit Macerich media platforms mid-November.

#### **About POPSUGAR Inc.**

POPSUGAR Inc. is a global media and technology company that is parent to lifestyle media publisher POPSUGAR, digital shopping platform ShopStyle, and monthly subscription box POPSUGAR Must Have. Together, the brands attract more than 100 million visitors worldwide and 2.5 billion monthly content views, with each brand being a leader in its space. POPSUGAR is the #1 lifestyle brand for young women, delivering inspiring, informative, and entertaining content in multi-platforms across entertainment, fashion, beauty, fitness, food, and parenting. POPSUGAR Studios, the video production arm of POPSUGAR, Inc., is the leading producer of online video lifestyle content, with more than 250 million monthly views of its original series.

POPSUGAR Inc. operates internationally in Australia, Canada, France, Germany, Japan, China, the Middle East, and the UK, with offices in San Francisco, New York, Los Angeles, Chicago, and London. The company is privately held and funded by Sequoia Capital and IVP. For more information about POPSUGAR Inc., visit [corp.popsugar.com](http://corp.popsugar.com).

#### **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 56 million square feet of real estate consisting primarily of interests in 50 regional shopping centers. Macerich specializes in successful retail properties in many of the country's most attractive, densely populated markets with significant presence in the Pacific Rim, Arizona, Chicago and the Metro New York to Washington, D.C. corridor. Additional information about Macerich can be obtained from the Company's website: [www.macerich.com](http://www.macerich.com)

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