



Fright Night Trends Revealed With Latest Halloween 'Shopping in America' Survey & Fashion Icon Report

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'Scream' Series Named Top Scary Movie
- 'Votes' Are in: Bush Leads Kerry in Halloween Masks -

SANTA MONICA, Calif., Oct. 19 /PRNewswire-FirstCall/ -- As the majority (59 percent) of Americans plan to participate in Halloween activities this year, according to the Shopping in America report conducted by August Partners for The Macerich Company (NYSE: MAC), the latest survey polled the nation's shoppers on their favorite fright night entertainment. Results of the survey were revealed on the program Web site <http://www.shoppinginamerica.biz> along with a new Fashion Icon Report with trends and tips for Halloween-season shoppers.

The Shopping in America report also shows that consumers nationwide plan to spend an average of \$49.27 on Halloween activities this season. Shoppers in the western region of the U.S. will spend the most, with an average of \$55.62 while consumers in the South will spend the least at \$46.55.

FAVORITE SCARY MOVIE

Which frightening flick tops the list this Halloween season? The "Scream" series wins out, selected by 51 percent of survey respondents:

Favorite Scary Movie	Responses
"Scream" Series	51%
"The Exorcist"	9%
"Halloween" Series	8%
"Friday the 13th" Series	8%
"Chucky" Series	7%
"Poltergeist"	4%
"Blair Witch Project"	3%

The "Frankenstein" and "Dracula" series and "Psycho" were selected by less than 3 percent of participants. About 6 percent selected none of the choices.

HALLOWEEN TIPS & TRENDS

For those who plan to celebrate with more than a movie, the new Shopping in America: Fashion Icon Report provides helpful tips on Halloween decorating, costumes, gifts, and treats. Visitors to the program Web site can even download Halloween transfers to add pizzazz to T-shirts, pillowcases and more.

"From designer skull and cross-bone-themed baubles to caramel apple recipes, the report helps make Halloween fun for all," said Garry Butcher, vice president of marketing and consumer research for The Macerich Company. "The program Web site -- <http://www.shoppinginamerica.biz> -- is a wonderful resource for shoppers of all ages."

TRICK-OR TREATING

When are you too old to old to trick-or-treat? The greatest percentage (36 percent) of Halloween participants say "never," according to the survey. That is good news to the thirty-eight (38) percent of young-at-heart aged 75+ who plan to trick-or-treat this year, along with 39 percent of the 35-to-44 year age group. Most (62 percent) 12-to-17-year-olds plan to trick-or-treat as well. Overall, the survey shows that 41 percent of Halloween participants plan to go trick-or-treating.

BUSH LEADS FOR HALLOWEEN MASKS

While the official votes are yet to come, shoppers predicted that George W. Bush will be the biggest selling Halloween mask of its kind. As unveiled in the first Halloween survey installment, 44 percent of participants selected Bush compared to 16 percent for John Kerry and 39 percent for "undecided."

HOLIDAY SHOPPING

Added Butcher, "The report shows that many shoppers are getting an early start for the upcoming season as nearly a quarter (26 percent) of survey participants plan to start Christmas/holiday '04 shopping prior to Halloween." Eighteen (18) percent will start after Halloween but prior to Thanksgiving and more than one-third (34 percent) say they will not start until after Thanksgiving. Twenty-three (23) percent are not sure when they will start.

Shopping in America is a national survey that studies consumer shopping trends. Survey malls are geographically spread proportionately among the four major U.S. Census regions, approximating the weight of the population residing in those regions. There are 20 participating malls located in 19 states; 14 of the shopping malls are Macerich owned. More information and graphics for the Shopping in America surveys can be found at <http://www.shoppinginamerica.biz>.

The Macerich 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. The Company is the sole general partner and owns an 81% 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 62 regional malls. Additional information about The Macerich Company can be obtained from the Company's

website at <http://www.macerich.com> .

SOURCE The Macerich Company

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