



Old Glory Gets First Class Treatment as Macerich Malls Nationwide Unveil Patriotic Spirit to Appeal to Shoppers, Improve Flag I.Q.

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SANTA MONICA, Calif., June 13 /PRNewswire/ -- Few people expect they'll need to know who wrote the pledge of allegiance or what year the first Flag Act was enacted when they make a trip to the mall, but one patriotic mall owner asked just that.

Shoppers at Macerich (NYSE: MAC) malls nationwide were randomly selected to participate in the brief history quiz last Memorial Day as part of a kick-off for many red, white, and blue events to come. "Old Glory-ology," a study of 4,500 shoppers nationwide, asked not only questions on flag I.Q., but also on patriotic trends, preferences and summer plans. The seasonal survey was launched as a kick-off for a three-month dedication to the Stars and Stripes, called "An Old Glory-ous Celebration."

"This could well be the first time a retail company has dedicated three months to promoting patriotism and honoring the American flag," said Susan Valentine, senior vice president and director of marketing at Macerich. "Whether it's an awe-inspiring 20' x 32' Old Glory hanging in a mall's food court or a Citizenship Swearing-in Ceremony held during a center's Flag Day Celebration, the campaign aims to build relationships with the community and bring in shoppers by appealing to their senses."

"Old Glory-ology" results helped shape many of the summer programs planned, as well as offering interesting facts on how Americans view patriotism today. Among these, Macerich learned:

- Burgers and hot dogs (44.13%) beat out apple pie (41.94%) as the most American food.
- 54.48% of Americans display an American flag during holidays, and 35.75% feel most patriotic on those days.
- Most of the summer holiday travel hype is just that, as over 60% surveyed stay home.
- Lee Greenwood's "God Bless the U.S.A." is the most popular song about America (27%), while "Saving Private Ryan" is the favorite patriotic movie.

The Macerich Company, which has ownership interest in over 50 malls across the continental United States, is one of the nation's largest owner/operators of regional malls. Founded in 1965, Macerich is publicly traded on the NYSE under the symbol "MAC." For more information on Macerich, including "An Old Glory-ous Celebration" plans, visit the Macerich web site at www.macerich.com. SOURCE Macerich Company

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