



Macerich Malls Shine With Stars and Stripes; National Mall Owner / Operator Uses Patriotism to Appeal to Community

June 22, 2000

SANTA MONICA, Calif., June 22 /PRNewswire/ -- Over 35% of Americans claim to feel most patriotic on holidays such as Flag Day and July 4th, but few claim to do anything special to celebrate their patriotism, nor do they know the history behind these holidays.

(Photo: NewsCom: <http://www.newscom.com/cgi-bin/prnh/20000622/DATH049>)

Macerich Company (NYSE: MAC) learned this and more when it conducted "Old Glory-ology," a survey of 4,500 shoppers nationwide that asked questions on patriotic sentiments, Flag I.Q., and summer trends. The study, conducted in time for Memorial Day, was used as a research tool and kick-off platform for "An Old Glory-ous Celebration," a marketing strategy from the Santa Monica, CA-based mall owner that hopes to bring in shoppers by appealing to their senses. Macerich will provide its shoppers nationwide with three months of Stars and Stripes decor, educational exhibits, special promotions and holiday entertainment in order to offer additional community services and drive summer traffic.

"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 by listening to our shoppers and offering on-going events and promotions."

"An Old Glory-ous Celebration" was partially created to build on and support a shopping survey campaign Macerich launched in 1998 to begin learning of the interests and needs of its shoppers during seasonal periods. The "Ology" series, which has included surveys on Valentine's Day, Mother's Day, Back-to-School shopping, Halloween and the Holiday Season, expanded this summer to also include the four patriotic holidays of Memorial Day, Flag Day, Independence Day and Labor Day. The results of "Old Glory-ology" helped shape many of the summer programs planned and provided interesting facts on how Americans view patriotism today. Among these, Macerich learned:

- 54.48% surveyed display an American flag during holidays, and 35.75% feel most patriotic on those days.
- Almost 60% surveyed say they don't wear red, white and blue to get into the spirit of Independence Day, and over 60% deny owning any clothing or accessories that feature the American flag.
- Over 30% surveyed aren't registered to vote, which prompted Macerich's commitment to local voter registration agencies by providing in-mall registration locations for convenience.
- One out of every three surveyed doesn't know when Flag Day is, a fact Macerich planned to remedy by hosting Flag Day Celebrations in each mall on June 14th.
- Most of the summer holiday travel hype is just that, as over 60% surveyed stay home.

"An Old Glory-ous Celebration" is aimed at building on the reputation each center has achieved of being a true community partner. By the end of the summer, Macerich hopes to see the difference they have made in the community by passing out U.S. flags, holding flag pole dedications at each of its 47 malls, registering voters, and dedicating 1,000 hours to patriotic endeavors.

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

CONTACT: Betty Lovell of Lovell Public Relations, 972-788-4511, or pager, 214-910-5296, for Macerich Company; or Susan Valentine of Macerich Company, 310-394-6911/