



Patriotism Booms for July 4th Holiday

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National Poll Shows Most Americans Will Fly Stars and Stripes, Name American Flag as Most Important American Symbol

SANTA MONICA, Calif., June 29 /PRNewswire-FirstCall/ -- The July 4th holiday is upon us and Americans are feeling particularly patriotic this summer, according to a national poll commissioned by The Macerich Company (NYSE: MAC). The survey, part of the company's annual An Old Glory*ous Celebration, shows:

- Nearly all (93 percent) respondents say they are patriotic (62 percent very patriotic, 31 percent somewhat patriotic);
- Most (70 percent) plan to fly the American flag for the July 4th holiday;
- Half say recent current events have made them more likely to fly the American flag;
- Nearly half (48 percent) say current events have made them feel more patriotic than previous years;
- The majority (78 percent) say the flag is the most important American symbol, over the bald eagle, Statue of Liberty and the presidential seal;
- Nearly a third (29 percent) plan to visit a national monument in the next year.

The An Old Glory*ous Celebration, held at Macerich shopping centers across the nation throughout the summer, encourages patriotism through special flag raising ceremonies, fireworks displays and activities honoring the military and promoting voter registration. The related My America, My Pledge drive garnered thousands of shopper pledges to fly the American Flag on Flag Day.

"Summer holidays such as Independence Day have become even more significant for many Americans following the historic events that have taken place this summer," said Susan Valentine, Macerich senior vice president of marketing. "The events at our shopping centers have provided a place for communities to gather and honor our country while remembering President Reagan, veterans and our troops."

As part of the An Old Glory*ous Celebration, Macerich is also offering an "enter to win" contest for a \$5,000 travel package to the winner's choice of national monuments. Americans can also participate in the patriotic holidays online at <http://www.oldglorious.com>. The campaign Web site features flag etiquette, a trivia quiz and an opportunity to register to win the travel package.

"Our survey shows that about a third of Americans plan to visit a national monument this year," said Valentine. "By giving away a family travel package to a national monument, we hope to spark increased patriotism and interest in our country's history."

This year marks the fifth annual An Old Glory*ous Celebration, which was first implemented at Macerich-owned malls in summer 2000. Throughout the years, events in Macerich malls have helped bring communities together in support of our country during monumental times of remembrance following 9/11, the 60th anniversary of the Pearl Harbor invasion, and the war in Iraq.

The Macerich Patriotism in America poll was conducted by SurveyUSA in June 2004, among 1,000 telephone respondents age 18+, reflecting demographic proportions in the population based on the most recent U.S. Census estimates.

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 percent 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 60 regional malls. Additional information about The Macerich Company can be obtained from the Company's Web site at <http://www.macerich.com>.

SOURCE Macerich Company

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