



Shopping In America: Shoppers Rank Jennifer Lopez, Jennifer Aniston & P. Diddy among Top Fashion Icons

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Survey Shows Most Americans Plan to Shop for Spring Wardrobes, Casual Attire A Top Priority Despite Easter/Prom Season

SANTA MONICA, Calif.--(BUSINESS WIRE)--April 6, 2004-- Spring shoppers are most looking to Jennifer Lopez, Jennifer Aniston and Oprah as female fashion icons and named P. Diddy, George Clooney and Brad Pitt as their top male counterparts, according to a new Shopping In America Spring 2004 survey, commissioned by The Macerich Company. The national study, which predicts spring shopping to rival the busy winter holiday season, showed that consumers consider magazines (27.5 percent) and shopping malls (20.5 percent) as top sources for fashion trend information.

More than 6,800 mall shoppers participated in the survey. The findings revealed that nearly 60 percent (57.7) of shoppers plan to invest in a new Easter/Spring wardrobe, with a national average spending intention of \$403.79 for new clothes, shoes and accessories. The results rival winter holiday purchase trends outlined in an October 2003 survey, which showed that shoppers planned to spend an average of \$528 on gift purchases.

Casual attire will also be a priority for spring shoppers despite the dressy Easter and Prom season. Thirty percent of women and 35 percent of men plan to purchase casual attire and only 15 percent of consumers plan to invest in dressy apparel. The survey also notes that while men are less inclined to shop, they intend to spend more than women on spring apparel.

The Shopping In America survey studies national consumer shopping trends and was conducted by August Partners in 19 states during February 2004. Survey malls were geographically spread 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. For more information about the surveys, visit 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, redevelopment and development of regional malls throughout the United States. The Company is the sole general partner and owns an 82% ownership interest in The Macerich Partnership, L.P. Macerich now owns interests in properties totaling approximately 60 million square feet including interests in 59 regional malls. Additional information about The Macerich Company can be obtained from the Company's website at www.macerich.com.

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SOURCE: The Macerich Company