



Back-to-School Supply Drives Stock 'Teachers Supply Closets' Nationwide

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Survey Shows Parents and Students Underestimate Amount Teachers Spend on Supplies

SANTA MONICA, Calif., Aug. 18 /PRNewswire-FirstCall/ -- Teachers across the country are preparing for the quickly approaching school year, along with an abundance of related expenses for supplies and materials. Recent surveys conducted for The Macerich Company (NYSE: MAC) by August Partners show teachers spend hundreds of dollars out of their own pockets on classroom supplies each year -- an amount underestimated by parents and students. Through the Teachers Supply Closet program and launch of back-to-school supply drives, Macerich shopping centers nationwide are raising awareness and involving communities in offsetting the financial burden faced by teachers in stocking their classrooms.

Two surveys were conducted for Macerich in support of its Teachers Supply Closet program: a segment of its annual Shopping in America Back-to-School 2005 survey, along with a recent survey of teachers. The results show:

- Teachers report spending 35 percent more than parents on school supplies annually. (Teachers spend \$475 and parents plan to spend \$310 for their average two-child household).
- Parents and students underestimate the amount teachers spend out-of-pocket on classroom supplies this year by about 35 percent. (Parents and students estimate that teachers will spend \$311; however, teachers report spending \$475.)
- Teachers ranked the top five supplies they most often purchase for their classrooms as:
 - 1) student incentives, 2) art/craft supplies, 3) educational resources, 4) writing utensils and 5) paper products.

The Teachers Supply Closet back-to-school supply drives, held in Macerich shopping centers across the country throughout August, encourage shoppers to donate essential classroom supplies for teachers. Patrons can access individual teacher wish lists or generic supply lists at participating mall Guest Service Centers. Convenient Teachers Supply Closet Gift Cards, available throughout the year, can also be purchased and given to teachers for use in buying their own classroom supplies and materials. The cards may be used anywhere Visa(R) debit cards are accepted.

"Our research shows that teachers rank right behind parents as the second leading role model for students, yet half of those polled do not think teachers receive the recognition they deserve from the community," said Susan Valentine, senior vice president of marketing for Macerich. "Our Teachers Supply Closet program provides a way for everyone to do their part in supporting the teachers who do so much for our children."

Through the survey, students ranked parents (selected by 24 percent) and teachers (20 percent) as the top role models for students, followed by professionals/business people (14 percent). Celebrities (12 percent), other students (8 percent), politicians (5 percent), and professional athletes (6 percent) came in at the bottom of the list. Twelve percent selected none of the options.

The Teachers Supply Closet program, launched in the spring during National Teacher Appreciation week, provides a host of year-round opportunities for communities to help teachers. In addition to the Teachers Supply Closet Gift Cards and special Educator Discount Cards, Macerich shopping centers will soon offer an exclusive fundraiser to local schools and related organizations: the Friends & Family Discount Shopping Day, December 4. Beginning in September, K-12 and college-level public, private and charter institutions can register to sell event tickets for their organizations, which will benefit from 100 percent of the proceeds.

National program sponsor, U.S. Bank will contribute \$1 for every Teachers Supply Closet Gift Card sold this year to provide up to \$59,000 in gift cards for local teachers. A host of other companies and organizations are also supporting program initiatives at local levels nationwide. For more information on the Teachers Supply Closet program, visit <http://www.WeMakeGoodThingsHappen.com>.

The Shopping in America Back-to-School 2005 Survey was conducted for Macerich among more than 4,100 shoppers in twelve regional shopping centers geographically spread throughout the United States. Respondents included parents of school-aged children (K through college) and students (ages 10 to 25). Not all results are stated in this document and some figures have been rounded to the nearest whole number. Data is subject to a +/- 1.5 percent margin of error. For more information on the Shopping in America surveys, visit <http://www.shoppinginamerica.biz>.

The Teachers Supply Closet Teacher Survey was conducted for Macerich among 440 teachers within school systems in five U.S. markets. School systems were enlisted to distribute, collect and return the 21-question surveys from among their teaching staff members. Results were tabulated and yielded a margin of error rating of +/- 5 percent based upon the total of all responses.

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 77 million square feet of gross leaseable area consisting primarily of interests in 76 regional malls. Additional information about The Macerich Company can be obtained from the Company's Web site at <http://www.macerich.com>.

SOURCE The Macerich Company

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