



## **NORAD Joins Citadel Mall for Launch of First Santa Tracking Station; Campaign Celebrates 50th Anniversary of Famous Program**

November 16, 2005

COLORADO SPRINGS, Colo.--(BUSINESS WIRE)--Nov. 16, 2005-- Military Families, Officials and Community to Ring in the Season with Tree Lighting Festivities and Video Messages to Troops; Children Nationwide to E-mail and Track Santa Through Macerich Shopping Center Web Sites

Santa's arrival at The Citadel will be one to remember this year, as the mall joins forces with the North American Aerospace Defense Command (NORAD) for a first-of-its kind Santa Tracking Station campaign, celebrating the 50th anniversary of the famous program that paths the jolly old elf's annual trek from the North Pole.

Friday, November 18, NORAD Deputy Commander, Lieutenant General Eric Findley, will join Santa for the Tracking Station launch and holiday tree lighting spectacular also featuring personal video messages for the troops overseas.

The Citadel, set in the heart of a strong military community, will be decked-out for the holidays in dazzling North Pole Tracking Station decor throughout the property, complete with reindeer assistants clad in official attire and NORAD patches. Children visiting Santa will be treated to a video about the NORAD Track Santa program, audio messages with languages from around the world, and an exclusive 24-page Tracking Station coloring book. Nationally and at The Citadel, mall patrons will be able to link to NORAD's Santa Tracking site through banner links on the Web sites for each of The Macerich Company's (NYSE:MAC) 75 shopping centers.

Military families taking part in the November 18 kick-off of The Citadel's Santa Tracking Station can reach out to loved ones serving around the globe during the holidays by taping personal video messages. Furnished through a partnership with NBC affiliate KOAA-TV, the messages will be available for viewing online through e-mailed links in December. The event will also feature a performance by Harmony in Motion, a musical group and vocal ensemble from nearby Fort Carson Military Base, and complimentary photos with Santa.

"Generations of children have excitedly followed Santa's annual Christmas Eve trip from the North Pole through NORAD's official tracking system," said Robert Taylor, Citadel senior property manager. "We are proud to bring this experience to life through this first-of-its kind Tracking Station this holiday season and are grateful for NORAD's support in this exiting effort."

NORAD volunteered expertise on the campaign's design to help ensure an authentic feel for the Santa Tracking Station. Celebrating the programs 50th anniversary this year, NORAD first established the Santa Tracking efforts in 1955.

"We are thrilled to help bring the magic of the holidays to the thousands of patrons who will visit the Santa Tracking Station and the millions of others who will eagerly watch Santa Claus as he makes his Christmas Eve journey across the globe," said Lieutenant General Findley.

Added Susan Valentine, senior vice president of marketing for The Macerich Company, "Children's faces are sure to light up at The Citadel as they tell Santa their secret wishes and how they will be watching his trek online this holiday season. Our properties nationwide will also bring this exciting experience to their own patrons with online promotions and Web links throughout November and December."

The Citadel, located at Academy Boulevard and Platte/Hwy 24, is Southern Colorado's premier super regional shopping center. Anchored by Dillard's, Foley's, JCPenney and Mervyn's, The Citadel has more than 150 specialty shops and restaurants. The Citadel is owned and operated by the Macerich Company.

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 82% ownership interest in The Macerich Partnership, L.P. Macerich owns approximately 79 million square feet of gross leaseable area consisting primarily of interests in 75 regional malls. Additional information about The Macerich Company can be obtained from the Company's Web site at [www.macerich.com](http://www.macerich.com).

For more information on The NORAD Santa Tracking Experience, visit [www.noradsanta.org](http://www.noradsanta.org).

For further details on The Citadel's holiday Santa Tracking Station and launch event on November 18, visit the center's Web site at [www.shopthecitadel.com](http://www.shopthecitadel.com).

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