



FOR IMMEDIATE RELEASE

CABELA'S INC. ANNOUNCES PLANS FOR GRAND JUNCTION, COLO., RETAIL STORE

Store Will Anchor Mesa Mall; Anticipated Opening in Early Summer 2010

SANTA MONICA, Calif. – Oct. 27, 2009/PRNewswire/– Cabela's Incorporated (NYSE: CAB) and Macerich® (NYSE: MAC) announced today plans to bring the Cabela's retail experience to loyal customers in Grand Junction, Colo., and the surrounding area.

Cabela's expects to open the Grand Junction store in early summer of 2010. The 75,000-square-foot store will anchor the south end of Mesa Mall at 2424 Highway 6 and 50, and would be Cabela's first retail store in Colorado. The building's exterior will reflect Cabela's traditional store model, while the inside will highlight the company's next-generation layout, which includes a Gun Library, conservation-themed wildlife displays and trophy animal mounts. Construction is expected to start in early November 2009.

"Colorado's Western Slope is a prime location for a variety of outdoor activities, including world-class hunting and fishing, and Grand Junction is the gateway to everything Colorado offers," said Tommy Millner, Chief Executive Officer of Cabela's. "The area's residents, as well visitors to the region, are people who passionately enjoy their outdoor heritage."

Cabela's expects to attract the region's residents, as well as the many travelers who come to take advantage of the Western Slope's abundant sporting opportunities. Showcasing thousands of products, including hunting, fishing, camping, hiking, boating and wildlife watching gear, as well as outdoor clothing and outdoor-themed gifts and furnishings, the company is famous for its strong brand and world-famous reputation for quality merchandise, value and legendary customer service.

Cabela's typically attracts passionate outdoorsmen and women, who join the Cabela's family of employees famous for their excellent customer service, outdoor lifestyle and detailed knowledge of outdoor products.

"We're looking forward to being a part of the vibrant community of Grand Junction and welcoming the area's stable, dependable workforce to our family," said Millner. "I'd like to thank the Grand Junction Economic Partnership for their assistance."

"The Cabela's experience is truly a perfect fit for Mesa Mall and Grand Junction," said Randy Brant, Executive Vice President, Real Estate for Macerich. "We hope this is the first of many opportunities to partner with Cabela's to bring this strong brand to great real estate in communities we serve across the country."

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Mesa Mall has served as the Western Slope's leading shopping destination since 1980, with four department stores, over 100 specialty shops, and an extensive selection of national retailers and restaurants. As the only regional shopping center between Denver and Salt Lake City, Mesa Mall draws shoppers throughout western Colorado and eastern Utah. For more information, please visit www.shopmesamall.com.

About Cabela's Incorporated

Cabela's Incorporated, headquartered in Sidney, Nebraska, is a leading specialty retailer, and the world's largest direct marketer, of hunting, fishing, camping and related outdoor merchandise. Since the Company's founding in 1961, Cabela's® has grown to become one of the most well-known outdoor recreation brands in the world, and has long been recognized as the World's Foremost Outfitter®. Through Cabela's growing number of retail stores and its well-established direct business, it offers a wide and distinctive selection of high-quality outdoor products at competitive prices while providing superior customer service. Cabela's also issues the Cabela's CLUB® Visa credit card, which serves as its primary customer loyalty rewards program. Cabela's stock trades on the New York Stock Exchange under the symbol "CAB."

About Macerich

Macerich 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 87% ownership interest in The Macerich Partnership, L.P. Macerich now owns approximately 76 million square feet of gross leaseable area consisting primarily of interests in 72 regional malls. Additional information about Macerich can be obtained from the Company's Web site at www.macerich.com.

Note: This release contains statements that constitute forward-looking statements. Stockholders are cautioned that any such forward-looking statements are not guarantees of future performance and involve risks, uncertainties and other factors that may cause actual results, performance or achievements of the Company to vary materially from those anticipated, expected or projected. Such factors include, among others, general industry, economic and business conditions, which will, among other things, affect demand for retail space or retail goods, availability and creditworthiness of current and prospective tenants, anchor or tenant bankruptcies, closures, mergers or consolidations, lease rates and terms, interest rate fluctuations, availability and cost of financing and operating expenses; adverse changes in the real estate markets including, among other things, competition from other companies, retail formats and technology, risks of real estate development and redevelopment, acquisitions and dispositions; governmental actions and initiatives (including legislative and regulatory changes); environmental and safety requirements; and terrorist activities which could adversely affect all of the above factors. The reader is directed to the Company's various filings with the Securities and Exchange Commission, including the Annual Report on Form 10-K for the year ended December 31, 2008, for a discussion of such risks and uncertainties, which discussion is incorporated herein by reference. The Company does not intend, and undertakes no obligation, to update any forward-looking information to reflect events or circumstances after the date of this release or to reflect the occurrence of unanticipated events.

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